



GREENPEAK ROLLS OUT GP570 CHIP FOR SMART AND LOW COST ZIGBEE RF4CE MOTION SENSE REMOTE CONTROLS

ALLOWS DEVELOPMENT OF SINGLE CHIP MOTION-ENABLED RF4CE REMOTE CONTROLS

Utrecht, 3 January 2012 – GreenPeak Technologies, a leading fabless semiconductor company, today announced the launch of the new GP570 chip that will allow the development of low cost motion-enabled remote controls, addressing the growing demand for smarter and intuitive navigation of interactive entertainment services offered by operators.

Operators and consumer electronics manufacturers adopt motion sensing for their remote controls to enhance the consumer's user experience with intuitive browsing and navigation extending into new interactive entertainment services. GreenPeak's GP570, highly integrated single SoC solution, enables building cost-effective motion-enabled remote controls, which will allow mass market adoption of the new generation remote controls to become a reality.

The highly integrated GP570 is GreenPeak's single chip RF4CE remote control SoC solution with integrated support of motion sense algorithms based on combined accelerometer and gyroscope input for advanced gesture recognition and smooth and accurate movement control.

GreenPeak offers the GP570 with reference designs that allow a seamless integration with minimal efforts and a short time to market. The GP570 is part of the proven GreenPeak remote control RF4CE product line.

Cees Links, Founder and CEO of GreenPeak Technologies explains: "Motion-enabled remote controls fit perfectly with the next generation television content and services. Our silicon is the most robust and cost effective choice for operators that offer the next generation TV and Set-top Box services that drive competitive advantage and subscriber retention. Motion control will transform zapping into a fun, smooth and intuitive pointing experience."

"Next generation remote controls will help MSO's and cable providers excite existing subscribers and attract new ones," says Rob Enderle, Principle Analyst with Enderle Group. "Adding motion sensing to RF4CE remote control features like interactivity, whole house coverage, and outstanding battery life, will help bring the cable industry into the age defined by products like the Xbox Kinect and Wii."

For more information, please visit the GreenPeak booth at [International CES](#) – Las Vegas – 10-13 January 2012 – South Hall 1 – booth 21318 in the ZigBee Pavilion or make an appointment with our [sales team](#).

RF4CE mentioned in the press release above refers to the ZigBee RF4CE industry standard. ZigBee and ZigBee RF4CE are trademarks of the ZigBee Alliance.

About GreenPeak Technologies

GreenPeak Technologies is a fabless semiconductor company and is a leader in highly integrated IEEE 802.15.4/RF4CE silicon solutions for consumer electronics.

GreenPeak is headquartered in Utrecht, The Netherlands and has offices in Belgium, Japan and Korea.

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GreenPeak is backed by venture capitalists: Gimv (Belgium), DFJ Esprit (UK), Robert Bosch Venture Capital (Germany) and Allegro Investment Fund (Belgium).

For more information, please visit www.greenpeak.com

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