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Press Release

AES 34th International Conference

Jeju Island, South Korea

Oxford Digital will be exhibiting its range of technologies including:

- The **Tiny DSP Core**
- The **Graphical Programming Environment** including the launch of our new Schematic Capture package
- **Tiny DSP Evaluation Boards**
- The **EasyTune** parameter adjustment tool which allows manufacturers themselves to easily optimise the sound output of their devices

Sony's CXD 3772 is a powerful (90 MIPs), low-cost DSP chip and the first commercial ASIC implementation of the Tiny Core available in the market.

Katsunori Seno (General Manager, Intelligent Low-power Device Department, LSI Business Division, Semiconductor Business Group, Sony Corporation) said "Oxford Digital's Tiny Core and Supporting Toolset provide very compact code that enable the CXD 3772 to be very powerful in processing capability whilst still being very power efficient in mobile and handheld devices".

We are also pleased to announce that Sony Semiconductor Business Group, part of Sony Corporation, Japan, has become a licensee for Oxford Digital's **EasyTune** system.

EasyTune is a system that allows consumer equipment manufactures to improve the sound quality of their equipment by adjusting DSP parameters to remove frequency response resonances, extend the bass frequency

response, control signal level and add loudness to optimise the performance of their equipment.

After training in its use, EasyTune will be available to customers for Sony's CXD 3772.

Katsunori Seno went on to say "We regard this as a break-through in providing our customers with a comprehensive package: not only the competitive audio effects chip, but also the tools and training to allow them to enhance the audio quality of their equipment entirely by themselves."

John Richards, CEO of Oxford Digital Limited, added "Our team has been working with consumer equipment manufacturers and analysing their needs for a considerable time now and **EasyTune** is the result of that study. We believe that customers will find this an extremely powerful tool and we are very excited to be working with Sony Corporation Semiconductor Business Group in this strategically important area."

For further information please contact:

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