



GREENPEAK LAUNCHES ZIGBEE RF4CE USB STICK

RF4CE REFERENCE DESIGN FOR PLUG-AND-PLAY USB STICK ALLOWS COST-EFFICIENT RF4CE IMPLEMENTATION

Utrecht, Netherlands – 27 July 2011 – [GreenPeak Technologies](#), a leading fabless semiconductor company, today announced the first reference design for an RF4CE USB stick for the integration of RF4CE technology in PC's and home entertainment applications like set-top boxes, TV's and media players.

The GreenPeak RF4CE USB stick reference design enables a quick RF4CE USB stick implementation with minimal efforts. The stick design allows for an easy upgrade of PC's, set-top boxes, TVs and other home entertainment applications to accept RF4CE commands from an RF4CE remote control or RF4CE wireless keyboard. The RF4CE USB stick is very compact, allowing small USB stick designs.

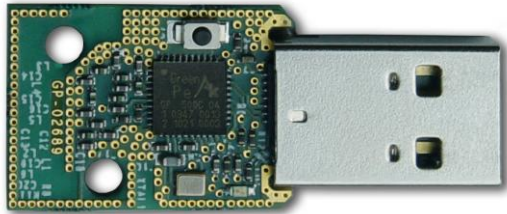
GreenPeak's ready-to-go reference design includes both hardware and software tools required for a quick time to market. This includes the software stacks for ZRD (ZigBee Remote Control profile) and ZID (ZigBee Input Device which is a HID (human interface device) -compatible profile). Certification guidelines and tools are provided to ensure an efficient RF4CE and USB certification process. GreenPeak's patented radio architecture makes it very robust against Wi-Fi and Bluetooth interference.

"There are two big challenges with controlling home entertainment consumer devices. One is that things don't interoperate well and the other is that you generally have to be in the same room as most of the devices you are trying to control," said Rob Enderle, Principal Analyst for the Enderle Group. "The brilliance of ZigBee RF4CE is that it aggressively addresses both problems because it can be added to any existing USB capable device and the remote uses the ZigBee network to provide location independent control".

According to Cees Links, CEO of GreenPeak: "This RF4CE USB stick approach offers the optimal combination of cost-efficiency, ease of integration and performance. OEM's can use the USB stick for an RF4CE product launch or for test marketing purposes. Our reference design will help prototyping and will allow a quick time to market. As RF4CE is continually gaining market momentum, the USB stick approach will allow further adaption for various applications and consumer electronics products that have previously been restricted by volumes."

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

GreenPeak RF4CE USB stick



RF4CE on Twitter

<http://twitter.com/#!/RF4CE>

About GreenPeak

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

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

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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