



## Artimi Wins Frost & Sullivan's 2005 Technology Innovation of the Year Award

### Artimi Selected for Pioneering Development of World's First Complete Single Chip Solution for Ultra Wideband Technology

**Santa Clara, Calif. and Cambridge, UK – September 12, 2005** – Artimi Inc., the single chip Ultra Wideband (UWB) systems semiconductor company, announced that it has won the Frost & Sullivan 2005 Technology Innovation of the Year Award in the field of short-range high bandwidth wireless technologies. Artimi was presented the award in recognition of the company's pioneering efforts toward the development of the world's first complete single chip solution for UWB technology based high bandwidth wireless communications.

According to Frost & Sullivan, the Technology Innovation of the Year Award was presented to Artimi for the quality and depth of the company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor. "Frost & Sullivan recognizes Artimi's high degree of technological innovation and the strong commercial potential for its highly innovative single chip UWB solution," stated Sivakumar Muthuramalingam, Frost & Sullivan Industry Analyst. "Artimi's flexible platform based architecture is capable of scaling to support a variety of RF front ends on a core MAC engine that is standards compatible but also offers extensions for advanced performance in throughput and robust QoS. One key challenge in developing practical UWB solutions is the lack of a single unified standard for interoperability and use. However, Artimi is addressing this issue through collaborative efforts with key industry players, as well as standard-setting industry organizations such as the IEEE, WiMedia Alliance and the Bluetooth SIG. Artimi is endeavoring to create a UWB device-friendly ecosystem."

"We are truly honoured to be presented with this Technology Innovation of the Year Award from one of the world's leading market consulting firms," said Colin Macnab, CEO of Artimi. "This award further validates our technical achievements and commitment to providing the lowest cost, lowest power, standards compliant UWB semiconductor products and complete UWB system solutions."

Frost & Sullivan presents the Technology Innovation of the Year Award each year to the company (or individual) that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. The research firm's analysts rigorously analyzes specific criteria to determine award recipients including the pace of research and technology innovation and the significance or potential relevance of the innovation to the overall industry. The ultimate award recipient is chosen after a thorough evaluation of this research.

#### About Artimi

Artimi is a fabless semiconductor company developing single chip system solutions for high bandwidth wireless connectivity based on Ultra Wideband (UWB) technologies. Artimi achieved a major industry milestone in May 2005 with the release of RTMI-100, the world's first complete single-chip UWB system solution including radio, PHY, MAC and IOC. Artimi participates in standards and industry groups, such as the IEEE, WiMedia Alliance, Wireless UWB Promoter Group and the Bluetooth SIG to ensure future compatibility and interoperability of our UWB devices.

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