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Impulsesoft and PortalPlayer Release Bluetooth Audio Solution for Portable Entertainment Products

Solution enables OEMs to reduce cycle time and cost for wireless portable players

RAI Amsterdam, June 17- 2003 – Impulsesoft Private Limited, a leading short-range wireless solutions provider, and PortalPlayer, Inc., a leading supplier of digital audio platforms for consumer electronics, today announced the release of a high quality Bluetooth stereo audio solution for portable music players. The solution provides a ready-to-manufacture implementation for both the Bluetooth-enabled portable player and the Bluetooth stereo headphone.

The complete Bluetooth solution for portable device and headphone eliminates the need for OEM development reducing development cost and time. The solution uses PortalPlayer's audio system-on-chip and firmware and Impulsesoft's Bluetooth components, while the stereo headphone is based on iWISH – Impulsesoft Wireless Stereo Headphone. Built around iBTStack™ – Impulsesoft's embedded Bluetooth protocol stack, and PortalPlayer's Development Platform, the solution delivers 44.1 KHz and 48 KHz, 16-bit stereo at a low bill-of-material cost and with long battery life. With Bluetooth 1.1 compliant software and support for Advanced Audio Distribution profile (A2DP), the solution guarantees interoperability with any other A2DP compliant Bluetooth solution.

"This end-to-end solution will enable consumers to enjoy very high quality wireless music," said Michael Maia, Vice President of Sales and Marketing at PortalPlayer. "The solution provides OEMs with the necessary technology to build a fully featured wireless audio sub-system supporting multiple codecs, encryption standards, and digital rights management technologies. Impulsesoft's technology enables PortalPlayer's customers to continue to be on the forefront of innovation" said Maia.

The Impulsesoft/PortalPlayer solution is ideal for OEMs looking to provide wireless capability as an extension to their existing digital audio product lines, as well as for OEMs seeking to enter the portable player market by providing wireless capability as a strategic advantage.

“OEM customers can leverage their existing platform by reusing hardware and software components thereby significantly reducing cost and time-to-market.” said K Srikrishna, CEO, Impulsesoft. “Companies that are entering the market for the first time can use an easy-to-deploy and comprehensive wireless stereo solution as a key differentiator.”

About Impulsesoft

Impulsesoft Private Limited is a short-range wireless solutions company, headquartered in Bangalore India with a branch office in California,. Impulsesoft enables OEMs to deliver wireless multimedia services to Personal Area Network devices using its standards-based systems, short-range wireless solutions and software platforms. Impulsesoft, with distributors and VARs worldwide, is an early adopter and Associate Member of the Bluetooth Special Interest Group. Additional information about Impulsesoft is available at <http://www.impulsesoft.com>

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About PortalPlayer

Founded in May 1999, PortalPlayer is headquartered in Santa Clara, California, with operations in Charlotte, North Carolina; Seattle, Washington, and Hyderabad, India. The company is in its third generation product platform and supports leading consumer electronics manufacturers worldwide. Additional information about PortalPlayer is available at <http://www.portalplayer.com>.