



The PortalPlayer Development Partner Program enables consumer electronics and computer manufacturers to bring personal media devices quickly and cost-effectively to market. By choosing a qualified development partner, PortalPlayer's customers can reduce cost, provide increased differentiation, and maintain a competitive advantage by speeding their time to market with personal media players that integrate audio and photo capabilities. Together, PortalPlayer and its Development Partners work aggressively to help OEM customers win in the marketplace with proven turn-key solutions or flexible customized product designs.

personalizing digital entertainment



development partner program

Each Development Partner brings the following strengths to PortalPlayer customers:

- Expert engineering and project management teams
- Innovative industrial design and product customization
- Proven manufacturing excellence
- Supply chain management expertise
- Cost efficiencies

The PortalPlayer Development Partner Program provides leading-edge engineering and manufacturing resources that can deliver complete product designs that meet the customers' specifications, time-to-market and cost requirements. To ensure the highest level of customer service, each development partner has been fully trained on the PortalPlayer platform, which includes the system on chips, firmware development kit, software development kit, and development tools. PortalPlayer also works closely with the development partner and the customer throughout the entire product specification process and product design. Thus, the customer only needs two main points of contact to develop a custom product – leading to increased efficiencies and cost savings.

The charter companies in the PortalPlayer's Design Partners Program are:

- Aeronix (Authorized Design Partner)
- Lite-On
- Tatung
- Wistron



development partner program



Aeronix is a charter member of the PortalPlayer Development Partner Program to help accelerate digital consumer electronics devices using leading edge PortalPlayer technology. Based on years of experience, Aeronix offers turn-key design services for the fast-growing consumer electronics convergence market as well as other traditional computer applications. The company's experience in developing digital media solutions focused on wireless connected media players, portable MP3 jukeboxes, and HDD jukebox products made it an ideal partner for the new Personal Media Player: Photo Edition. With an emphasis on minimizing product and development cost while providing flexibility, Aeronix can offer a range of solutions to consumer electronics and computer manufacturers to meet their unique requirements.



Lite-On Technology Corporation leads the way in 3C convergence, bringing computers, communications, and consumer electronics together to expand the reach and value of technology, to foster new opportunities, and to ensure continued business success. The company provides customers with exceptional value add in product innovation with leading technology and strong manufacturability for multi-solutions with low cost differentiation. As an industry leader, Lite-On Technology Corporation excels in product innovation, manufacturability for various MP3 players, strong R&D Resources for multi-functional solutions, major customer comparison and certifications and product differentiation.



Tatung, with more than US \$6B annual revenue, is a worldwide manufacturing leader for personal computers, displays and digital consumer appliances. Based in Taiwan, Tatung provides manufacturing and logistic services for global customers in North America, Europe, Japan and other parts of Asia. Today, Tatung has been highly recognized by its combined strengths of advanced R&D and highly-efficient production capabilities. Tatung specializes in the ODM/OEM business and serves branded customers on a global basis.



Wistron Corporation provides superior Information and Communication Technology (ICT) products to leading companies worldwide. Wistron supports customers with three complete lines of business for their design, manufacturing and after-sales service needs. Utilizing twenty years of experience, global manufacturing and service operations and over 10,000 employees, Wistron focus is on providing the best in ICT products, such as desktop and mobile PCs, handheld devices, information appliances, communication products and storage and networking systems. As a Development Partner, Wistron looks forward to continuing its collaborative efforts with PortalPlayer to rapidly bring to market personal media products with innovative new features and capabilities.

PortalPlayer, Inc.
3255 Scott Boulevard
Building 1
Santa Clara, CA 95054
(408) 521-7000
www.portalplayer.com

PortalPlayer, Inc. is personalizing digital entertainment by providing complete platforms for computer and consumer electronics manufacturers to design innovative portable products that integrate audio and photo capabilities. The company's award-winning, flexible silicon and software platform has been adopted by the majority of leading audio jukebox manufacturers worldwide by providing superior features and unmatched flexibility, and enabling rapid time to market. Founded in 1999, PortalPlayer is a privately-held company with offices in Santa Clara, California; Charlotte, North Carolina; Seattle, Washington; and Hyderabad, India. For more information, visit www.portalplayer.com.