



u-blox AG
Zürcherstrasse 68
8800 Thalwil
Switzerland
www.u-blox.com

Phone +41 44 722 74 44
Fax +41 44 722 74 47
info@u-blox.com

Press Release

Atmel and u-blox Provide New Indoor-Capable GPS Signal Tracking Technology for Handheld and Automotive Products

For immediate release

your position is our focus

FOR IMMEDIATE RELEASE



This photo is available for downloading at www.u-blox.com/news/SuperCS.jpg

Atmel and u-blox Provide New Indoor-Capable GPS Signal Tracking Technology for Handheld and Automotive Products

HEILBRONN, Germany, and THALWIL, Switzerland, June 14, 2005 – Atmel® (Nasdaq: ATML), a global leader in the development and fabrication of advanced semiconductor solutions, and u-blox AG announced today the availability of a new GPS weak signal tracking technology, called SuperSense™, supporting Atmel's ANTARIS® GPS chipsets and GPS modules from u-blox.

With this new GPS software, accurate GPS navigation becomes possible in building interiors, deep urban canyons, covered roads and other locations where GPS reception has previously been impossible. Previously such areas prevented effective GPS navigation due to systems' inability to effectively receive faint GPS tracking signals.

SuperSense targets mass-market, automotive and handheld, FCC E-911 Phase II-compliant GPS product applications. Of particular benefit is the high sensitive dynamic navigation performance of existing and future ANTARIS-based chipsets from Atmel and modules from u-blox. Because of ANTARIS SuperSense-based products' sensitivity, antennas can be moved to a vehicle's interior, allowing products with integrated antennas mounted in glove compartments and under seats, thus reducing automotive GPS installation costs when compared with systems requiring a separate, external antenna.

The ANTARIS GPS engine, jointly developed by Atmel and u-blox, is also ideal for indoor GPS reception. The 16-channel ANTARIS features 8,192 simultaneously operating time/frequency search windows. This substantially improves acquisition sensitivity for stand-alone and A-GPS operation, enabling satellite search and position calculation in previously GPS-dead areas. SuperSense combines superior tracking sensitivity beyond -158 dBm, low power consumption and high navigation performance. It is available as beta release when purchasing the SuperSense Evalkit or the TIM-LH GPS module. It will support the complete ANTARIS GPS portfolio from Atmel as well as TIM-LH modules from u-blox.

The Atmel ANTARIS chipset (ATR0600, ATR0610, ATR0620) uses external Flash memory to control u-blox's SuperSense. The complete GPS electronics module provides exceptional tracking of weak signals and can be integrated into a single platform applicable to multiple products thus eliminating redesign of critical RF electronics.

"The arrival of SuperSense adds a new dimension of competitiveness to our ANTARIS GPS solutions," said Uwe Barthelmes, Atmel's marketing director for communications products. "It's another example of the excellent cooperation between Atmel and u-blox."

"Since its introduction last year, SuperSense continues providing superior GPS sensitivity to our customers' products," adds u-blox CEO Thomas Seiler. "We are pleased to deliver leading GPS positioning technology to the market. We are glad that we partner so successfully with Atmel."

For more information about the ANTARIS Chipset, please contact Atmel. For further information on TIM-LH GPS modules and SuperSense, please contact u-blox.

About Atmel

Atmel is a worldwide leader in the design and manufacture of microcontrollers, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions. Focused on consumer, industrial, security, communications, computing and automotive markets, Atmel ICs can be found Everywhere You Are®.

Atmel's GPS product information may be retrieved at: <http://www.atmel.com/products/GPS/>

About u-blox

u-blox is an international company headquartered in Switzerland, with sales organizations in the Americas, Europe and Asia. Founded in 1997, u-blox develops leading positioning products based on the Global Positioning System (GPS) for the automotive and mobile communications markets. For more information, please visit <http://www.u-blox.com/>.

Atmel, the Atmel logo and combinations thereof, "Everywhere You Are" are registered trademarks of Atmel Corporation or its subsidiaries. u-blox, the u-blox logo and ANTARIS are registered trademarks of u-blox AG. SuperSense is a trademark of u-blox AG.

u-blox Press Contacts

Georg zur Bonsen, Product Management

Phone: +41 (44) 722 74 44, e-mail: georg.zurbonsen@u-blox.com

Alicia Montoya, Marketing Communications

Phone: +41 (44) 722 74 86, e-mail: alicia.montoya@u-blox.com

Atmel Press Contacts

Dr. Susanne van Clewe, Marcom Manager Communications and Automotive Products

Phone: +49 7131 67-2081, Email: susanne.van-clewe@hno.atmel.com

Ford Kanzler, Manager of Corporate Press Relations – USA and Asia

Phone: +1 408 436 4343, Email: fkanzler@atmel.com

Veronique Sablereau, Corporate Communications Manager – Europe

Phone: +33 1 30 60 70 68, Fax: +49 7131 67-2423, Email: veronique.sablereau@atmel.com

Ref: MAC-PE-05003, 668 words