



## **Audio Pixels Limited and ICsense Enter Strategic Engagement to Support Production of Digital MEMS Based Speaker Chip**

SYDNEY, Australia and LEUVEN, Belgium, [9 October 2013] – Audio Pixels Holdings Limited (AKP:ASX; OTC:ADPXY), a fabless semiconductor company focused on the development and production of MEMS based digital speaker chips, and ICsense, Europe's largest IC design company specialized in analog, mixed-signal and high-voltage design and supply of custom Application Specific Integrated Circuits (ASIC's), announced today that they have **entered into a comprehensive agreement directed to support the production needs of Audio Pixels' patented low cost micro-electro mechanical ("MEMS") digital speakers.**

*"The wealth of knowledge and experience demonstrated by ICsense throughout a rather intense qualification process, provided us with the unwavering confidence that we have selected an ideal partner for our ASIC design needs" said Yuval Cohen, Chief Technology Officer of Audio Pixels. "Additionally, ICsense's turnkey approach which includes test and manufacturing services, delivers an efficient and cost effective mass-production solution to seamlessly integrate the High-Voltage ASIC driver with our MEMS structure".*

*"We are proud that Audio Pixels has selected ICsense to design and supply the high-voltage ASIC for the world's first digital MEMS speaker. This unique development will benefit from ICsense's long track record in MEMS ASICs. But at the same time, it will pose exciting challenges, since it combines innovative MEMS technology, high-voltage operation and disruptive speaker performance", explains Bram De Muer, CEO and co-founder of ICsense. "We look forward to be part of Audio Pixels's MEMS digital speakers that will change the way we perceive voice and music on future electronic devices".*

### **Audio Pixels**

Audio Pixels patented technological platform utilize entirely new techniques to generate sound waves directly from a digital audio stream using low cost micro-electromechanical structures (MEMS). This innovation overcomes many of the limitations found in conventional loudspeaker subassemblies thus enabling the production of speaker products that deliver superior sound and electrical performance all in a semiconductor type package that is remarkably compatible with existing and emerging OEM requirements and ambitions for their consumer electronic device designs.

### **ICsense**

ICsense is a foundry independent IC design company offering advanced IC design services and design and supply ASIC solutions for the consumer, medical, industrial, automotive and aerospace markets. The core business of ICsense is analog, mixed-signal and high-voltage IC design. ICsense has key design expertise in power management, high-efficient DC/DC conversion, HV IC design, drivers, MEMS, sensor and actuator interfacing, ADC-DAC, timing circuits and ultra low power design. ICsense is an ISO 9001:2008 certified company.

<http://www.icsense.com>



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### **About Audio Pixels Holdings Limited**

Audio Pixels Holdings Limited is a company listed on the Australian Stock Exchange with the code AKP and has its ADR's listed on the OTC market in the USA with code ADPXY. Audio Pixels Holdings Limited owns 100% of Audio Pixels Limited, an unlisted Israeli corporation and was founded in July 2006 and has developed a revolutionary technological platform for reproducing sound, thus enabling the production of an entirely new generation of speakers that will exceed the performance specifications and design demands of the world's top consumer electronics manufacturers.

Audio Pixels patented technologies employ entirely new techniques to generate sound waves directly from a digital audio stream using low cost micro-electromechanical structures (MEMS) rather than conventional loudspeaker elements. This innovation enables the production of speaker products that deliver performance that is many orders of magnitude better than conventional speaker technologies, all in an affordable package that is only one millimetre thick.

Audio Pixels MEMS-based Digital Sound Reconstruction platform enables the market for audio speakers to follow the evolution of the video display market from large, heavy analog tube based monitors to the digital flat panel displays of today. Driving the rationale for change in audio speakers is the ever-increasing demand for smaller, thinner, clearer sounding, more power-efficient speakers. Conventional speaker technologies remain deeply rooted in the original voice coil inventions of Alexander Graham Bell. The inherent limitations of such speakers prohibit the delivery of quality sound in smaller packages. Audio Pixels innovative patents in the fields of electromechanical structures, pressure generation, acoustic wave generation and control, signal processing and packaging, combine to forever change this paradigm.

Market research overwhelmingly suggests that both manufacturers and consumers alike are starving for real innovation in audio speakers, in particular for good quality sound in a form factor that is far more compliant with current device and lifestyle trends. While the industry at large has been able to digitize and shrink all other device electronics, the last remaining barrier is the speaker, which remains large, heavy, bulky and extremely restrictive.

Upon achieving mass production capabilities Audio Pixels plans to sell and/or license its products to the manufacturers of speakers and consumer electronic devices worldwide, which collectively consume billions of speaker units annually. Audio Pixels will produce and sell a single type of silicon chip that can be used either as a standalone speaker or cascaded in any multiples of the same chip in order to achieve the desired performance specifications. This modular paradigm is entirely unique to the audio industry, which today expends



significant resources designing and specifying new drivers, acoustic chambers and drive electronics for each new device. Audio Pixels innovative approach not only facilitates maximum flexibility to its customers, it further enables the customer to calibrate on the design and production of a singular product model, maximizing economies of scale, while limiting overhead associated with multiple versions of products.

Management maintains active exchange with industry leading companies spanning a broad cross section of the MEMS and consumer electronic industries. Audio Pixels Limited has already demonstrated the technology to potential customers and strategic partners.

### **Forward-looking statements**

This release may contain certain forward-looking statements with respect to the financial condition, results of operations and business of AKP and certain of the plans and objectives of AKP with respect to these items. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future and there are many factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements.