



ICERA POWERS BANDRICH 21Mbps HSPA+ USB MODEM

Bristol, UK, July 27, 2010 Icera Inc., the Mobile Broadband semiconductor company, has today announced that its HSPA+ soft modem, supporting HSPA+ Release 7 features to deliver 21Mbps peak data rates and 5.76Mbps in the uplink, is powering BandRich's Bandlux USB stick, C330, C331, and C339, now available on multiple carrier networks globally.

The Bandlux C330 series is a range of highly versatile USB modems providing various UMTS band combinations; the C330 worldwide tri-band 2100/850/1900 MHz, the C331 single band 2100 MHz, the C339 dual-band 2100/900 MHz and quad-band GSM/EDGE in addition to HSPA+ connectivity, all in a compact, lightweight design. They also feature an integrated microSD card for portable data storage.

Stan Boland, President & CEO of Icera Inc., said: "As we have seen with operator announcements in recent weeks, HSPA+ is gaining increasing traction with carriers looking to maximize the return from their investment in 3G networks, while increasing network capacity in response to the unprecedented demand for mobile data. Icera's advantage is to offer 21Mbps HSPA+ as a software upgrade to our existing HSPA platform, using the same silicon, saving design time and cost, and enabling our customers to get products to market faster."

Dr. Wen-Yi Kuo, CEO of BandRich, commented: "We selected Icera's Livanto® chipset for our 21Mbps device because it combines outstanding user experience with unparalleled network efficiency due to its high performance soft modem technology. The product and the company's innovative technology is allowing us, in turn, to successfully deliver enhanced mobile broadband performance to our operator customers who are increasingly differentiating themselves through the quality and consistency of their mobile broadband experience."

About Icera

Icera is a fabless semiconductor company, pioneering high performance, low power, soft modem chipsets for the fast growing mobile broadband device market. Icera technology delivers the highest performance modem solutions for USB dongles, laptops, netbooks and smartphones. Founded in 2002, Icera is headquartered in the UK, with design locations in the UK, France, North America and China, with customer engineering and sales offices in Europe, Asia and the USA. For more information, visit the Icera web site at www.icerasemi.com.

For further information, please contact:

Sally Doherty, Icera Inc.

Tel: +44 1454 284859

Email: sally@icerasemi.com

About BandRich Inc.

BandRich Inc., headquartered in Taipei, Taiwan, is an ISO9001 certified company focusing on providing the value brought by LTE/HSPA+/HSDPA/HSUPA mobile products. With strong engineering, manufacturing, and quality control capabilities, BandRich is able to provide customers with the most cost-effective and feature rich products, as well as services and support. BandRich's 3.5G products have been successfully deployed worldwide with great user feedback. BandRich designs and manufactures advanced 3.5G & LTE modems, modules, routers and field test solution products.

For more information, please visit www.bandrich.com.