



## **ICERA OPENS SECOND CHINA CUSTOMER SUPPORT CENTRE IN XI'AN**

**Bristol, UK, August 16 2010** Icera Inc., the Mobile Broadband semiconductor company, today announced that it has opened a new customer engineering centre in Xi'an China to support its fast growing local customer base more closely and effectively. The new Xi'an office is part of Icera's ongoing efforts to enhance local engineering support for the increasingly important wireless communications market in China. Icera has had an R&D facility and sales and customer support office in Shanghai since 2008.

Stan Boland, President & CEO, Icera Inc, said: "We are delighted to be opening a new customer engineering centre in Xi'an, our second in China, to provide the best possible engineering support to our Chinese customers and to bring local engineering and telecommunications talent into Icera. Our new centre in Xi'an demonstrates Icera's ongoing commitment to delivering the highest quality engineering support to our customers as we continue to achieve strong endorsement from mobile network operators globally and a sharp growth in our shipments to the world's largest device manufacturers."

Icera's Adaptive Wireless™ modem technology is focused today on 3G (HSPA+, HSPA) and 2G (GSM, GPRS, EDGE) cellular voice and data modem chipsets and firmware, with 4G (LTE) scheduled in the near future. Adaptive Wireless™ executes the entire modem in software on a new Icera high performance processor.

### **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, USA 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](http://www.icerasemi.com).

### **For further information, please contact:**

Sally Doherty, Icera Inc.

Tel: +44 1454 284800

Email: [sally@icerasemi.com](mailto:sally@icerasemi.com)