



ICERA POWERS BANDRICH 21Mbps HSPA+ AND WI-FI POCKET ROUTER

Bristol, UK, 11 November 2010 Icera Inc., the Mobile Broadband semiconductor company, has today announced that its Livanto® HSPA+ soft modem is driving BandRich's new embedded HSPA+ and Wi-Fi Pocket Router, the PR39, which delivers up to 21Mbps peak data rates downlink and 5.6Mbps uplink.

The Bandrich PR39 Pocket Router is a mobile hotspot device which creates a personal cloud of high-speed internet connectivity that can be shared between up to five users or five Wi-Fi enabled devices such as laptops, printers, cameras, music players and gaming devices. With a small and sleek design, the PR39 is secure and easy to use, featuring an OLED LCD screen to show the device status and to communicate special messages. It also provides 16 gigabytes of microSD memory storage with a rechargeable battery for up to 4 hours of continuous use.

Dr. Wen-Yi Kuo, CEO of BandRich, commented: "We selected Icera's Livanto® chipset for our HSPA+ Pocket Router because its innovative soft modem technology enables us to bring exciting new products to market faster and more cost-effectively, delivering enhanced mobile broadband performance to our operator customers. "

Stan Boland, President & CEO of Icera Inc., said: "We are delighted to have been selected once again by Bandrich for their new Pocket Router. Our unique, high performance soft modem technology delivers outstanding user experience with unparalleled network efficiency, helping mobile operators meet consumers' insatiable demand for mobile data. Icera's additional advantage to manufacturers 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."

Bandrich's PR39 Pocket Router is available in Saudi Arabia on the Mobily network at

<http://www.mobily.com.sa/wps/portal>

About Icera

Icera is a fabless semiconductor company, pioneering software-defined modem chipsets for the fast growing smartphone and Mobile Broadband device markets. Icera technology delivers the highest performance modem solutions with the smallest silicon die size for smartphones, USB dongles, tablets

and netbooks. Icera technology supports 4G (LTE), 3G (HSPA) and 2G standards. 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.

About BandRich Inc.

BandRich Inc., headquartered in Taipei, Taiwan, is a telecom operator certified supplier, 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.

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