



Artimi Supports PIN Association Method from WiQuest

Artimi and WiQuest Collaborate to Extend Wireless USB Capabilities

Mountain View, CA and Allen, TX – July 7, 2008 – Artimi announced today that it has licensed WiQuest Communications' PIN Association method for Wireless USB products. This new PIN Association provides a simple, secure and low-cost wireless pairing method for products without the added cost of a USB cable or display that are necessary for the existing Association techniques. Artimi has incorporated the technology into its Wireless USB reference platforms for embedded native peripherals, including its existing storage and projector platforms. This is an example of industry collaboration between Artimi and WiQuest to enhance the marketplace with seamless interoperability and improved ease of use for consumers.

WiQuest's PIN Association method is used in several Wireless USB-enabled notebook PCs that are now available on the market. This PIN method allows users to perform a one-time association, or pairing, with a Wireless USB peripheral by simply entering a unique PIN which is usually printed or marked on the product. This method is particularly well-suited to products, such as wireless hard disk drives and other peripheral devices that lack a display, keyboard or wired USB port. Similar to Bluetooth's pairing method, PIN Association is expected to become widely adopted.

"Simplicity and ease-of-use are vital to the success and widespread adoption of Wireless USB, which is why the Artimi team is delighted to support WiQuest's PIN Association scheme," said Martin Jackson, CTO of Artimi. "As the number of notebook PCs with embedded Wireless USB increases, it is important that consumers can easily pair new Wireless USB peripherals with their PCs. PIN Association provides a simple, low-cost alternative to the existing Cable and Numeric Association methods."

"UWB vendor collaboration is important for accelerating market introduction of new products and features like PIN Association," notes Greg Christison, CTO of WiQuest. "The collaboration between WiQuest and Artimi is one example of the type of cooperation between WiQuest and other UWB vendors to enable the wireless USB ecosystem."

The companies are also further optimizing the performance of systems using WiQuest's embedded host and Artimi's embedded Wireless USB peripherals to improve the user experience. Artimi has successfully qualified WiQuest's embedded Wireless USB host as interoperating with Artimi's wireless projector solution, launched earlier this month. This enables notebook PCs from leading vendors to directly connect with a wireless USB-enabled projector, without the need for any external adapters or connectors.

About Artimi

Artimi®, Inc. offers consumers and manufacturers **Ultra Simple Connectivity™**. The company develops semiconductors, software and reference designs for Certified Wireless USB, high-speed Bluetooth®, and WiMedia® Logical Link Control Protocol (WLP). Artimi's products employ WiMedia-based Ultra Wideband (UWB) radio techniques to enable high-speed wireless bulk data transfer between content-rich portable consumer electronics, including digital cameras and camcorders, personal media players, storage devices, printers, displays, and mobile phone handsets. Artimi, founded in 2002, is headquartered in Santa Clara, California, with research and development based in Cambridge, UK, and sales offices in Japan and Taiwan. For more information, see <http://www.artimi.com>.

About WiQuest Communications

WiQuest Communications, Inc. is the leading consumer solutions company designing and developing complete WiMedia-based ultra high speed, ultrawideband (UWB) platforms. WiQuest's complete solution portfolio includes silicon, software and manufacturing designs. WiQuest's world class technology and technical support enable a new class of "off-the-shelf-production" wireless connectivity to PC, digital entertainment, consumer electronics and mobile systems.

Founded in September 2003, WiQuest's strong team comprises thousands of years of collective industry semiconductor, software, and systems experience, resulting in dozens of successful high-volume product implementations including Wireless LAN, DSL and Ethernet solutions. To learn more about WiQuest, please visit www.WiQuest.com.

###

Artimi is a registered trademark, and the Artimi logo, Ultra Simple Connectivity and Zero Install are trademarks of Artimi, Inc. WiQuest is a trademark of WiQuest Communications, Inc. All other trademarks and copyrights are the property of the respective owners.

Media/Analyst Contacts:

Artimi US and Asia

Jill Dornan

+1 503 262 6505

jill.dornan@artimi.com

Artimi Europe

Paul Maurice

+44 1223 464 464

paul.maurice@artimi.com

WiQuest Communications

Pam Johnson

+1-214-547-1600 x146

pam.johnson@WiQuest.com