NXP and BRAGI Demonstrate World's First Smart, Truly Wireless Earphones at CES 2016

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LAS VEGAS, Jan. 06, 2016 (GLOBE NEWSWIRE) -- **CES 2016** – NXP Semiconductors N.V. (NASDAQ:NXPI), today announced that its Near Field Magnetic Induction (NFMI) technology, along with its ARM® Cortex®-M4F based Kinetis microcontroller, enables a new generation of smart hearables. An example of this solution will be demonstrated in the NXP CES booth, CP25.

BRAGI, a European-based earphone manufacturer, is the world's first company to release smart, truly wireless earphones, based on NXP's NFMI transceiver technology and its Kinetis K24 microcontroller. BRAGI's DASH -- a completely wireless hearable-- offers consumers a cord-free experience with freedom of movement, maximum comfort and high quality sound. The DASH combines three essential features into one product: a standalone music player, a live sports assistant and a smartphone companion.

With NXP's NFMI transceiver technology, and the power and performance efficient Kinetis, the DASH is able to bring innovation to life with a truly differentiated and tiny hearable.

"One of the major hurdles in developing the DASH has been the ability to deliver reliable streaming of audio signals from ear to ear. Desperate of trying to accomplish this with 2.4GHz RF, we were relieved to come across NXP's NFMI transceiver technology which has been used for almost a decade to enable ear to ear communication in hearing instruments," said Nikolaj Hviid, CEO at BRAGI. "The NFMI transceiver solution is small, reliable and consumes minimal energy. And thanks to NXP's NFMI technology's ability to work under water, consumers can enjoy the DASH even while swimming. Hearables and NFMI are a perfect fit to deliver a delightful, seamless audio experience to consumers."

"Without question, 2016 is going to be a year of more disruptive connected consumer experiences, many of which attendees will see at CES this year," said Asit Goel, senior vice president of the securing monitoring and control business line at NXP. "NXP is focused on cultivating innovation in Internet-of-Things and is excited to work with the BRAGI team to demonstrate the DASH at CES. The DASH paves the way for a whole range of smart devices that will enable many applications beyond cord-free audio listening and communication."

NXP's latest innovation, the NXH2280, an NFMI transceiver chip offers low power, high bandwidth, more processing capabilities and increased flexibility, while streaming audio and data from ear to ear. This makes the NXH2280 an optimized solution for hearables.

In addition, NXP's Kinetis K24 is a low power 120MHz ARM Cortex-M4F based microcontroller including 1MB of Flash, 256KB SRAM and full-speed crystal-less USB in a wafer level chip scale package (WLCSP) to provide a powerful controller with a small footprint which is critical for space-constrained systems like hearables.

Availability
NXP is working with a select number of lead customers to embed NXH2280 in consumer products. The production start of the NXH2280 device is scheduled for April 2016.
The Kinetis K24 microcontroller is in full production today.

Additional information about the NXH2280 and Kinetis K24 is available at www.nxp.com.

About NXP Semiconductors
NXP Semiconductors N.V. (NASDAQ:NXPI) enables secure connections and infrastructure for a smarter world, advancing solutions that make lives easier, better and safer. As the world leader in secure connectivity solutions for embedded applications, NXP is driving innovation in the secure connected vehicle, end-to-end security & privacy and smart connected solutions markets. Built on more than 60 years of combined experience and expertise, the company has 45,000 employees in more than 35 countries.

Forward-looking Statements
This document includes forward-looking statements which include statements regarding NXP's business strategy, financial condition, results of operations and market data, as well as other statements that are not historical facts. By their nature, forward-looking statements are subject to numerous factors, risks and uncertainties that could cause actual outcomes and results to be materially different from those projected. Readers are cautioned not to place undue reliance on these forward-looking statements. Except for any ongoing obligation to disclose material information as required by the United States federal securities laws, NXP does not have any intention or obligation to publicly update or revise any forward-looking statements after NXP distributes this document, whether to reflect any future events or circumstances or otherwise. For a discussion of potential risks and uncertainties, please refer to the risk factors listed in NXP's SEC filings. Copies of NXP's SEC filings are available from the SEC website, www.sec.gov.

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