



NXP Powers NFC Experience in Hasbro and Harmonix's Dynamic Music-Mixing Game DROPMIX

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HASBRO to debut convention exclusive DROPMIX card at CES

LAS VEGAS, Jan. 03, 2018 (GLOBE NEWSWIRE) -- CES 2018 -- NXP Semiconductors N.V. (NASDAQ:NXPI), co-inventors of Near Field Communications (NFC) technology, is proud to announce it has collaborated with [Hasbro, Inc.](#) (NASDAQ:HAS), a global play and entertainment company, and video game developer, [Harmonix Music Systems, Inc.](#) to deliver the NFC technology in the DROPMIX™ game. This fast-paced, music-mixing game empowers players to create unique mixes with hit songs by playing NFC chip-enabled cards on a game board connected to a free mobile app.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/7541d84a-0c4b-4bb1-a6af-5409c165c686>

With physical cards developed jointly with [Paragon ID](#) (and manufactured using a groundbreaking method developed by NXP), the DROPMIX gaming experience blends physical and digital play to give players a fresh way to combine their favorite artist and songs and discover new ones. When a DROPMIX Card is placed on a Mix Slot, the electronic DROPMIX Board immediately starts playing the corresponding part of the song (bass, beat, loop or vocals) noted on the card. The board reads up to five DROPMIX Cards at a time, and the proprietary software in the app seamlessly combines the music within each card to create a unique mix.

"As a co-inventor and market leader for NFC technology, NXP is the clear partner of choice for Hasbro to incorporate NFC technology into our products to deliver innovative and interactive experiences such as demonstrated in our DROPMIX Game," said Brian Chapman, Head of Design and Development at Hasbro.

DROPMIX cards feature some of the biggest hits in Pop, R&B, Dance, Indie, Country, Rock and Hip-Hop from around the world that players can combine in unexpected ways. The game introduces a new way to collect, discover and combine favorite music tracks using these cards and with NXP's full end-to-end NFC solution consisting of both the NFC reader and chips at the heart of enabling the game, the technology ensures cards can be read quickly and reliably.

"This new NFC use case reinforces NXP's ambition to bring NFC everywhere. We see NFC going beyond familiar applications like smartphones and smart cards to areas like consumer engagement in smart toys, smart clothing, smart packages and more," said Rafael Sotomayor, senior vice president and general manager of the Secure Transactions and Identification business at NXP. "NXP's NFC reader and tag IC expertise, deep application knowledge and ability to simplify integration for developers make it easy for entertainment businesses, manufacturers or service professionals to bring people a secure, intuitive, 'tap-to-connect' interaction in our increasingly connected world."

For gaming developers, NXP's NFC technology offers a simple, cost-effective way to bring new services, accessories, and experiences in toys and gaming for their customers.

"The opportunities for NFC gaming applications are limitless as developers are now beginning to realize the potential return on investment that NFC offers," said Bertrand Brault, VP Marketing & Business Development at Paragon ID. "NXP has long been a key technology leader and our successful collaboration on DROPMIX is a perfect example of how our collaboration and NFC technology continues to break new ground."

HASBRO will debut a convention exclusive DROPMIX card featuring music from the 1980s TRANSFORMERS television show, in limited quantities for CES attendees. Attendees can also try their hand at making the ultimate mix with DROPMIX at the NXP CES 2018 booth, CP-25, in Las Vegas between January 9-12.

[Learn More about NXP's Industry Leading NFC Solutions.](#)

About Hasbro

(NASDAQ:HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

About Harmonix



Dynamic Music-Mixing Game DROPMIX

Harmonix Music Systems, Inc., based in Boston, MA, and established in 1995, is the leading developer of groundbreaking music-oriented video games including Rock Band and Dance Central. Harmonix was founded to invent new ways for non-musicians to experience the unique joy that comes from making music and has pioneered music and rhythm gaming in the US. For more information, please visit www.harmonixmusic.com.

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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 approximately 30,000 employees in more than 35 countries and reported revenue of \$9.5 billion in 2016. Find out more at www.nxp.com.

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