



P R E S S R E L E A S E

Press Release from CSR

FOR IMMEDIATE RELEASE

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CSR and OriginGPS accelerate adoption of wearable devices with small form factor and low power GNSS modules

Integrated antennas reduce module size by 70% and deliver outstanding performance making them ideal for wearable devices

Cambridge, UK, San Jose, California, USA and Jerusalem, Israel – 14 April 2014 – [CSR plc](#)

(LSE: CSR; NASDAQ: CSRE) and [OriginGPS](#) today announce a series of high-performance GNSS modules using CSR's [SiRFstarIV™](#) and [SiRFstarV™](#) product lines. The new modules are 70% smaller than current solutions and deliver a 30% reduction in Time To First Fix (TTFF), making them ideal for health and fitness trackers, sports watches, medical devices, wearable action cameras, and digital still cameras. All modules, including the newly released 7mm x 7mm [Multi Spider](#) (ORG4572) solution, integrate the LNA, SAW filter, TCXO, RTC crystal and RF shield.

“To accelerate market adoption of location technologies in wearable devices and cameras, manufacturers must minimise the embedded GNSS module size without compromising on performance, sensitivity, or power consumption,” says Anthony Murray, Senior Vice President, Business Group at CSR. “By leveraging CSR’s industry-leading GNSS solutions and collaborating with OriginGPS on module development we have achieved this objective.”

The OriginGPS modules offer unparalleled sensitivity resulting in shorter autonomous and aided TTFF, better navigation stability, and higher accuracy in harsh environmental conditions. In real-life testing of the module in camera applications, TTFF performance improves by over 30% compared to other solutions. The module also delivers TTFF results in less than one minute over 90% of the time (Cold Starts).

In addition to its small footprint, the GNSS module's ultra-fast geo-tagging capability dramatically improves the consumer experience. The GNSS antenna module's outstanding sensitivity and OriginGPS' proprietary Noise Free Zone (NFZ™) technology for faster position fix and navigation stability provides geo-tagging availability even under challenging satellite signal conditions such as low signal areas, under dense foliage, in urban canyons, and during motion-based activities. Battery life is considerably extended as a result of CSR's breakthrough low power Push-to-Fix (PtF) technology, which rapidly establishes a valid position fix enabling the module to hibernate for longer periods of time. Push-to-Fix is an intelligent periodic low power mode that adaptively changes power depending on the operating environment and motion conditions. Advanced algorithms and a powerful on-chip DSP processor maintain high accuracy (QoS) while achieving the lowest power level possible for the given environmental and motion conditions.

“As the wearable technology and action camera markets continue to grow, we must ensure that our solution meets the market's need for high performance and small form factor GNSS modules,” says Gal Jacobi, CEO of OriginGPS. “It is our privilege to partner with CSR and its excellent engineering team to meet the market's need. CSR's leading multifunction semiconductor platforms and OriginGPS' miniaturised high performance modules create a unique value proposition for customers in these markets.”

OriginGPS modules are currently in mass production, and additional information can be found at www.origingps.com

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Notes to editors

Supporting imagery can be downloaded here: <http://bit.ly/1ljTkJl>

About CSR

CSR is a global provider of innovative silicon and software solutions for the location-aware, media-rich, cloud-connected world. Our platforms are optimised for the automotive navigation and [infotainment](#), document imaging, connected home infotainment and wireless audio markets. We provide solutions to complex problems in the audio-visual, connectivity and location technology domains across a broad range of markets, with a technology portfolio that includes [GPS/GNSS](#) systems, [Bluetooth®](#), Wi-Fi®, FM, NFC, [aptX®](#) and

CVC™ [audio codecs](#), JPEG, MPEG, H.264 imaging, PDL printing, microcontrollers, DSPs and broadband receivers. CSR's technology solutions and market platforms enable its customers to deliver a superior user experience and are adopted by leaders in the auto, computer, home and mobile markets. More information can be found at www.csr.com. Keep up to date with CSR on our [technical blog](#) or [CSR people blog](#), [YouTube](#), [Facebook](#) or follow us on Twitter at twitter.com/CSR_plc.

About OriginGPS

OriginGPS is a world leading designer, manufacturer and supplier of miniaturized GNSS modules ("Spider" family), antenna modules ("Hornet" family) and antenna solutions. OriginGPS introduces unparalleled sensitivity and noise immunity by incorporating its proprietary Noise Free Zone technology for faster position fix and navigation stability even under challenging satellite signal conditions.

For more information, contact: marketing@origingps.com or visit www.origingps.com

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