



AppliedMicro and Lab X join AVnu Alliance to Promote Adoption of AVB

BEAVERTON, Ore., December 2, 2009 – The AVnu Alliance™ is proud to announce that Applied Micro Circuits Corporation (AppliedMicro) and Lab X Technologies, LLC have joined as Promoter Members. AppliedMicro and Lab X join the growing ranks of silicon suppliers and equipment providers who are working within the AVnu Alliance to promote the emerging IEEE 802.1 Audio/Video Bridging (AVB) networking standards for a broad range of markets including automotive, consumer electronics, and professional A/V.

“We are pleased with the recent additions of AppliedMicro and Lab X,” states Rick Kreifeldt, AVnu Alliance chairman and president. “AppliedMicro has a long history providing networking silicon and solutions and Lab X is the recognized connectivity provider in the Professional A/V space. Their involvement illustrates the applicability of the technology to diverse markets.”

“Streaming audio and video across a SoHo or larger service provider geography requires time awareness and QoS assurances,” said Raghu Kondapalli, senior director of technology for AppliedMicro. “AppliedMicro is excited to work with AVnu Alliance in bringing this technology to the eco-system of industry players.”

“AVB is the future of A/V networking,” states Lee Minich, president of Lab X Technologies, “and Lab X is excited to become part of the AVnu Alliance’s work to assure interoperability and provide a level of system integration previously unachievable to our manufacturer clients and their end users.”

About AVnu Alliance

AVnu Alliance is an industry forum dedicated to the advancement of professional-quality audio video by promoting the adoption of the IEEE 802.1 Audio/Video Bridging (AVB) standards over various networking link-layers. The organization will create compliance test procedures and processes that ensure AVB interoperability of networked A/V devices, helping to provide the highest quality streaming A/V experience. The Alliance will promote awareness of the benefits of AVB technologies and intends to collaborate with other organizations and entities to make use of this work in their respective efforts to provide a better end-user A/V experience.

The Alliance is focused on applications of these technologies in the automotive, consumer electronics and professional A/V markets. More information can be found on the AVnu Alliance Web site at www.AVnu.org.

About AppliedMicro

AppliedMicro is an innovator in semiconductor technology and a global leader in energy efficient sustainable solutions to process, transport, and store information for next generation Internet data center and telecommunication carrier central office equipment. As a leader in high-speed digital signal, Internet Protocol, Ethernet packet and storage processing, AppliedMicro’s

patented innovations provide highly integrated Systems-On-a-Chip (SoCs) for telecommunications, enterprise and consumer applications. AppliedMicro's corporate headquarters are located in Sunnyvale, California. Sales and engineering offices are located throughout the world. For further information regarding AppliedMicro, visit the company's Web site at www.appliedmicro.com.

About Lab X

Founded in 1996, Lab X Technologies, LLC is a Rochester, NY based engineering design firm and IP provider recognized as a global leader in digital audio transport and network connectivity with extensive experience in AVB and other audio network transports. Lab X partners with leading manufacturers in the professional and consumer electronic markets to accelerate product development cycles and enable digital audio network interoperability by augmenting internal design teams, providing IP and pre-engineered connectivity modules, developing innovative product concepts, and producing complete turnkey custom solutions.

www.labxtechnologies.com.

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