



**FOR IMMEDIATE RELEASE**

**RMI's Alchemy Processor Selected for iRiver's Newly Announced  
WinCE 5.0-Based P10 Personal Media Player**

*iRiver's P10 is the World's First 1.3-inch HDD PMP Video Player Powered by 600MHz RMI  
Alchemy Au1250 Processor Running at Less than 450mW*

**Las Vegas, NV, January 8, 2008** — RMI Corporation™, a leading supplier of Processor Based Solutions for networking, communications and consumer applications, today announced that Reigncom (iRiver), a leader in the global digital device markets, has chosen the RMI Alchemy™ Au1250 Processor for its recently announced iRiver P10 Personal Media Player with Touch-Screen. iRiver is the World's First To Employ 1.3-inch HDD Small Form Factor in a Personal Media Player.

The iRiver P10 Personal Media Player (PMP) has a 4-inch LCD touch-screen with 800 x 480 resolution running on Windows Embedded 5.0 operating system powered by the Alchemy Au1250™, a 600MHz Processor operating at less than a 1/2 a watt (<450mW). The 4-inch display offers an advantage over its competitors by being a compact, design-focused handheld with recessed controls. The PMP offers a 33GB hard disk drive, only available from iRiver, capable of storing over 45,000 songs and supports all audio and video formats with integrated controls stylishly presented along the edge of the player's frame. The player also adds a tactile touch-click feel, an FM tuner, flash games, recording capability, pod-casting, an E-Dictionary as well as DMB functionality (where available) and adds a kick-stand to allow ease of viewing.

"I am very happy to announce our selection of the RMI Alchemy Processor for an important project like the P10; we have a long history with Alchemy and are pleased with the roadmap for the Au1200 Processor Family that RMI has laid out. It has been over 5 years since the introduction of our first PMP with the Alchemy Processor and we look forward to much success with the P10," said Mr. Kyung R. Kim, director, marketing department, Reigncom.

The Alchemy Au1250™ Processor is in full-production and offers a variety of performance levels ranging from 400MHz to 700MHz, depending on the application. The new 700MHz offering, an increase of 17% in performance, allows customers and developers increased capabilities including faster re-draw speeds for navigation devices as well as increased browser speed for Wi-Fi enabled products.

"We are extremely pleased to be selected by Reigncom for the iRiver P10 personal media player. The strong brand recognition that they maintain increases the strength of the Alchemy Au1250 in the market," states Mike Wodopian, vice president and general manager, Alchemy Solutions at RMI. "The long-lasting relationship that the Alchemy team has maintained has

been rewarded with this selection and we look forward to joining in the success of this new PMP and other successful offerings in the future.”

RMI's Alchemy Solutions include the Au1200 Processor Family and the Au1550 Processor Family to meet the needs of consumer and communications applications by offering a high-performance, low-power processor capable of delivering a rich multi-media experience to end users under a 1/2 watt (450mW). The Au1200 Processor Family consists of the Au1200, the Au1210 and the Au1250, media processors targeted for full-featured Portable Media Players (PMP), Personal Navigation Devices (PND) and MobileTV. The Au1550 Processor Family offers network processing capabilities with a versatile high-performance, low-power, highly integrated network System-on-a-Chip (SoC) designed for wired and wireless applications. The RMI Alchemy product line provides system designers an easy-to-use, simple solution to create full-featured consumer and communications solutions with greatly reduced design cycle times.

### **About Reigncom**

Reigncom, Ltd. is the global digital A/V product powerhouse with the world-famous iRiver brand. The company's ever expanding digital product lines include: Multimedia Devices (MP3/4, PMP, Mobile TV), Network Devices (Home Media Center, Wife Network, Navigation) and Content Devices (E-Dictionaries). The company's products are branded under the iRiver brand. For more information visit [www.reigncom.com](http://www.reigncom.com)

### **About RMI Corporation**

RMI® is a fabless semiconductor company providing highly integrated, feature-rich products ranging from power-optimized System-on-a-Chip (SoC) solutions to High-Performance Processors for the Digital Consumer, Wireless, Networking and Security markets. RMI offers the most advanced and the most complete MIPS-Based® processing solutions with both 32/64-bit architectures supporting frequencies from 300MHz to 1.2 GHz. RMI is headquartered in Cupertino, CA with branch and subsidiary operations in Texas, United Kingdom, India, Korea, Japan, Taiwan and China. More information about RMI can be found on the company's website at <http://www.RMI-Corp.com>.

-30-

### **Media Contact - RMI**

D. Christopher Keil  
Sr. Director, Marketing  
RMI Corporation  
408-434-5700  
[ckeil@rmi-corp.com](mailto:ckeil@rmi-corp.com)

© Copyright 2007 RMI Corporation. All rights reserved. RMI, the RMI logo, XLR, XLS, Alchemy Processor, mPMP, Au1210, Au1200, Au1250, RMI Alchemy and the other trademarks named on the RMI website are trademarks of RMI Corporation. All other trademarks are the property of their respective owners.