



## Press Release

### **Oxford Digital's MajEq adopted by Dialog Semiconductor to demonstrate enhanced audio playback in smartphones**

**Oxford, 15<sup>th</sup> February** - Oxford Digital today announced its MajEq system, which automates the equalisation of sonic performance in consumer audio devices, has been adopted by Dialog Semiconductor to demonstrate improved audio playback for smartphones, portable devices and speaker accessories.

The demonstration will take place throughout Mobile World Congress. The MajEq software will be combined with Dialog's DA7210 high performance class G audio codec that incorporates the industry's first onboard general purpose filter engine (GPF).

"By shrinking a device's form factor, you prohibit proper acoustic design and, therefore, the ability to produce hifi quality audio," said Mark Jacob, Dialog's director of marketing. "Combining the MajEq software with the DA7210's programmable filter means designers can now easily tailor the audio output to a specific device and eliminate the audio artefacts caused by constrained casings."

"This is the first public demonstration of the MajEq system, so it was vital to be working with the right technology partner," added John Richards, CEO at Oxford Digital. "The combination enables a step forward in audio quality available in today's small portable media devices."

Equalisation is often applied to portable products in order to improve the sound quality and this is usually a long, tedious and skilled tuning process. Oxford Digital's MajEq system, when combined with appropriate hardware, provides an extremely fast automated route to tuning and can also produce results that are more efficient in DSP usage than the normal methods involving parametric EQs, graphics or FIRs.

The demonstration will take place at stand AV98 throughout Mobile World Congress.

--Ends--

#### **About Oxford Digital Limited**

Oxford Digital is an independent company that was spun out from Sony Corporation's Pro Audio Research Labs, Oxford in June 2006. It has established itself as an internationally recognised centre of excellence in digital audio signal processing solutions across hardware, firmware and software platforms. Oxford Digital licenses technologies including the TinyCore audio DSP core and Graphical Development

Environment for use in ASIC, SoC and FPGA applications, MajEq a system for automated equalisation of the sonic performance of consumer electronic equipment and the Oxford Digital EQ for real-time arbitrary frequency response creation in commercial audio and live sound systems. In addition, Oxford Digital carries out contract engineering and product development for strategic partners. For more information, visit [www.oxford-digital.com](http://www.oxford-digital.com) .

### **About Dialog Semiconductor**

Dialog Semiconductor creates energy-efficient, highly integrated, mixed-signal circuits optimised for personal mobile, lighting & display and automotive applications. The company provides flexible and dynamic support, world-class innovation and the assurance of dealing with an established business partner.

With its unique focus and expertise in system power management, Dialog brings decades of experience to the rapid development of integrated circuits for power management, audio, display processing and motor control. Dialog's processor companion chips are essential for enhancing both the performance of hand-held products and the consumers' multimedia experience. With world-class manufacturing partners, Dialog operates a fabless business model.

Dialog Semiconductor plc is headquartered near Stuttgart with a global sales, R&D and marketing organisation. In 2009, it had approximately \$218 million in revenue and was one of the fastest growing European public semiconductor companies. It currently has approximately 335 employees. The company is listed on the Frankfurt (FWB: DLG) stock exchange.

###

### **Oxford Digital Limited Contact:**

John Richards

+44-845-450-5664

[john.richards@oxford-digital.com](mailto:john.richards@oxford-digital.com)

### **Dialog Semiconductor Contact:**

Rob Ashwell

+44 1225 470 000

[rob.ashwell@publitek.com](mailto:rob.ashwell@publitek.com)