



## Oxford Digital Limited and SMSC Collaborate on JukeBlox® DSP

**26 March 2012** – Oxford Digital Limited and SMSC, a leading semiconductor company enabling content rich connectivity systems, today announced a collaboration to provide SMSC's **JukeBlox® DSP** which incorporates Oxford Digital's **FixFx** and **MajE-Fx** sonic tuning solutions.

**FixFx** incorporates a proven configuration of audio DSP effects that allows limitations in a device's acoustic performance to be overcome. It features sound processing and audio enhancement effects derived from Oxford Digital's pro-audio heritage and a single GUI that facilitates rapid device tuning to provide minimum time to market.

In addition to the **FixFx** features, **MajE-Fx** includes an automated tuning system that radically speeds up the process of equalising the spectral response of consumer devices to remove cabinet and driver resonances and thereby improve the sonic performance of the device. Engineering resources using conventional parametric EQs for response equalisation can be reduced to minutes.

SMSC's JukeBlox technology connects tablets, smartphones, PCs, Macs and other consumer electronics products to a new world of audio entertainment. With the industry's only system-on-a-chip (SoC) and Software Design Kit (SDK) for networked audio, SMSC is making the connected home a reality and enabling consumers to access their local or cloud-based music library from any device and from any room in the home.

Offering integrated Wi-Fi® support, the JukeBlox software platform enables music streaming to virtually all home audio equipment including home theater systems, A/V receivers, radios, wireless speakers and portable music player docking stations.

JukeBlox technology also integrates a broad range of functionality including Internet radio with premium services such as Pandora®, Last.fm®, Rhapsody®, Napster® and Sirius®, and wired or wireless streaming of digital music via multiple standards. It provides USB functionality, a broad suite of codecs, protocols and DRM standards,



and traditional home audio functionality such as AM/FM radio and clock/alarm functionality.

Gene Sheridan, Senior Vice President & General Manager of SMSC's Wireless Products Group said, "With our new *JB DSP* capability, our JukeBlox platform provides critical BOM cost savings by allowing our customers to eliminate an external DSP. And with the integration of the Oxford acoustic tuning algorithms running on our JB DSP processor, our customers have a fast and easy way to implement their desired audio enhancements and sound processing."

John Richards, CEO of Oxford Digital, said, "We are excited to be working with SMSC as the leader in networked audio with their JukeBlox platform. The combination of Oxford acoustic tuning algorithms combined with SMSC's JB DSP will assist customers in bringing to market great sounding products in less time and less cost."

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

***Oxford Digital Limited*** span out of Sony Corporation's Pro-Audio Lab, Oxford in 2006 as an innovative technology company providing IP solutions to major international organisations. Oxford Digital specialises in digital audio signal processing for the mobile and consumer equipment sectors.

Amongst the items in its technology portfolio is a complete end-to-end solution for audio processing for semiconductor manufacturers. This solution includes the extremely compact audio DSP *TinyCore* which ships in millions of chips each month, a rapid programming and development environment (or direct implementation of fully optimised embedded code from MatLab Simulink simulations), audio effects and sonic tuning tools that allow extremely fast optimisation of the sonic performance of Consumer Electronics equipment.

For more information about Oxford Digital Limited, please visit:

[www.oxford-digital.com](http://www.oxford-digital.com).



**About SMSC**

SMSC is a leading developer of Smart Mixed-Signal Connectivity™ solutions. SMSC employs a unique systems level approach that incorporates a broad set of technologies and intellectual property to deliver differentiating products to its customers. The company is focused on delivering connectivity solutions that enable the proliferation of data in automobiles, consumer devices, PCs and other applications. SMSC's feature-rich products drive a number of industry standards and include USB, MOST® automotive networking, Klear® and JukeBlox® wireless audio, embedded system control and analog solutions, including thermal management and RightTouch® capacitive sensing. SMSC is headquartered in New York and has offices and research facilities in North America, Asia, Europe and India. Additional information is available at [www.smisc.com](http://www.smisc.com).

***Contacts:***

***Oxford Digital Limited:***

John Richards  
CEO  
Oxford Digital Limited  
Tel: +44 845-450-5664  
Email: [john.richards@oxford-digital.com](mailto:john.richards@oxford-digital.com)

**SMSC:**

Carolynne Borders  
Vice President, Corporate Communications & IR  
Tel: +1-631-435-6626  
Email: [carolynne.borders@smisc.com](mailto:carolynne.borders@smisc.com)