

News Release

FOR IMMEDIATE RELEASE

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Atlantik Elektronik and Vincotech sign Distribution Agreement Timely Advantage for Customers implementing SiRF-based GPS Solutions

Munich, Germany – January 20, 2010 - Vincotech, a leading supplier of GPS receiver and telematics hardware solutions, and Atlantik Elektronik, a full-service electronics distributor and market trend analyst for global technologies, today signed a distribution contract solidifying their channel partnership in the European marketplace. With this agreement, Atlantik Elektronik, a successful long-term partner of CSR, and Vincotech being the European GPS module partner of SiRF, a CSR company, will market together the latest GPS modules and telematics solutions. The primary focus of this partnership is on promoting Vincotech's new SiRFstarIV based technology and telematics product solutions, while at the same time continuing the design-in support of Vincotech's current SiRFstarIII portfolio.

This cooperation is ideally intended to facilitate the requirements of customers in Germany, Austria, and Switzerland. "Vincotech and Atlantik Elektronik partnering together to support the European channel for integration of GPS product solutions is the perfect fit. With both companies located nearby in Munich, a tremendous sense of teamwork enables the implementation of the optimal level of engineering support and efficiency throughout the design-in process," says Hans Wiedemann, Manager Product Marketing at Vincotech. Stephan Bienert, Business Unit Manager Wireless at Atlantik Elektronik adds another important aspect: "Our vast experience with wireless communication technologies, most particularly with CSR's Bluetooth products, and our expertise in micro processor applications allows us now to offer the most innovative solutions in the market. Combined with our design support we can create the decisive timely advantage for our customers."

Today GPS modules are used in a broad range of applications, including everything from consumer navigation solutions to commercial business-critical asset-tracking devices. With Vincotech's GPS modules based on SiRFstarIII (A1084, A1035-H) and the upcoming solutions incorporating the latest

SiRFstarIV technology (A2100), Atlantik Elektronik can provide the right solution for nearly all product application requirements. The value proposition to the customer base is completed by the certified telematics platforms, including the A1074 and A1091 series. These fully certified platforms are supported by Vincotech with boot loader, flash tool and extensive software libraries.

Vincotech is a trademark.

ABOUT VINCOTECH

Vincotech develops and manufactures subsystems and electronic components and offers manufacturing services geared to help customers to master complex challenges in electronics integration. Vincotech's extensive portfolio encompasses standard and tailored solutions, engineering services, and technical support for customers worldwide. These products and services contribute to sustainable, environmentally sound solutions that help modern society embrace mega-trends and explore new avenues.

With approximately 600 employees worldwide, backed by vast experience and a long history in electronics integration, Vincotech leverages these assets to help customers achieve maximum market success.

To learn more about Vincotech, please visit www.vincotech.com.

About Atlantik Elektronik GmbH

Atlantik Elektronik is a company of the Atlantik Networxx Group. The company is marketer and design-in-specialist of innovative semiconductors and semiconductor solutions, specifically for High-End-Markets, and also provides engineering solutions and production capacities to customers. Atlantik is a trendscout for new developments and new technologies. The competences and the product portfolio of the company are in the field of Embedded Microcontroller, Wireless, Connectivity, Infotainment and System Solutions.