



PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Shoji Sakamoto

CerebrEX, Inc.
sakamoto.shoji@cerebrexinc.com
Phone: +81-(0)3-6303-9853
Fax: +81-(0)3-6303-9854

CerebrEX licenses its Cool Pepper® display panel source driver interface technology to Panasonic Corporation and Lapis Semiconductor

Osaka, JAPAN (November 8th, 2013) — CerebrEX, Inc. has announced today that the company has licensed Cool Pepper®, its original interface technology which the company has been promoting toward achievement of de-facto industry-standard status, to Panasonic Corporation Semiconductor Business Division and to Lapis Semiconductor Co., Ltd.

Cool Pepper® is an innovative embedded interface technology developed by CerebrEX which vastly improves data transmission between the display controller and the source drivers, used in the higher-definition flat-panel displays lately gaining increasing popularity especially in the mobile devices industry.

By automatically and individually adjusting the signal strength, signal correction and timing optimization processes for each data transmission path, Cool Pepper® enables high-speed data transfer rate of 2Gbps while minimizing transmission power, permitting a significant reduction of the number of transmission lines necessary. The technology realizes low power consumption as well as space savings for more efficient surface mounting. Furthermore, its unique power-savings mode and original encoding techniques allow highly power-efficient and highly flexible system designs.

The licensing of Cool Pepper® to Panasonic Corporation's Semiconductor Division and to Lapis Semiconductor Co., Ltd. makes delivery of display controller and source drivers as a solution package possible. CerebrEX is confident that this will lead to further popularization of the technology. Additionally, availability of Cool Pepper® technology as a complete solution package will contribute significantly to superior cost performance and other product value enhancements for cutting-edge medium and small display panels, such as 4Kx2K, gaining popularity primarily in mobile devices, through energy efficiency, space savings and system design flexibility.

Please note: Cool Pepper® is a registered trademark of CerebrEX, Inc. A specific license agreement is necessary to display the Cool Pepper® logo.

About CrebrEX, Inc:

CerebrEX, Inc. is a venture-backed semiconductor start-up in the business of developing proprietary display technologies for the flat panel display market. Founded in 2012 and headquartered in Osaka, the company directly addresses the challenges posed by conventional design, small pixels and high resolution. The company has an additional office in Tokyo, Japan and in Taipei, Taiwan.

Chief Executive Officer: Masahiro Kato

Chief Administrative Officer: Kiyoshi Miyamori

For inquiries please contact:

Shoji Sakamoto, Directing VP of Sales & Marketing

CerebrEX, Inc., Shin Osaki Kangyou Building FL6, 1-6-4 Osaki, Shinagawa-ku, Tokyo 141-0032

Phone: +81-(0)3-6303-9853; Fax: +81-(0)3-6303-9854;

URL: <http://cerebrexinc.com/> E-mail: sakamoto.shoji@cerebresinc.com

About Panasonic Corporation:

For inquiries please contact:

(Japanese) <http://panasonic.co.jp/ais/contact/>

(English)<http://panasonic.net/id/contact/>

About Lapis Semiconductor Co. Ltd.:

For inquiries please contact:

(Japanese)<http://www.lapis-semi.com/jp/inquiry/>

(English)<http://www.lapis-semi.com/en/>