

PRESS RELEASE

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FOR IMMEDIATE RELEASE

CerebrEX licenses its Cool Pepper[®] display panel source driver interface technology to ILI Technology Corporation

Tokyo, JAPAN (July 1, 2014) — 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 ILI Technology Corporation.

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 ILI Technology Corporation makes delivery of display controller and source drivers as a competitive solution package possible. CerebrEX is confident that this will lead to further penetration of the technology,” said Masahiro Kato, C.E.O. of CerebrEX, Inc. He continued, “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 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 CerebrEX, 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

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About ILI Technology Corporation

ILI Technology Corp. was established in April 2004 by an experienced team with many years of analog IC design. Headquarter is located in Taiwan Hsinchu Jhubei Tai Yuen Hi-Tech Industrial Park. The company provides innovative and high quality products to customers by utilizing optimized analog and mixed mode technology.

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