
Isabella Products selects Freescale's i.MX Technology



August 24, 2009

Isabella Products selects Freescale's i.MX technology for upcoming portfolio of connected mobile devices

Collaboration established to meet growing demand for compelling new consumer products

Austin, TX and Concord, MA — August 24, 2009 — Isabella Products, a next-generation mobile device company, has selected i.MX processor technology from Freescale Semiconductor as the foundation of an embedded application framework for Isabella Products' upcoming lineup of connected mobile consumer products. The companies also will collaborate to develop a platform enabling a wide range of highly innovative consumer products from Isabella.



The first Isabella product resulting from this collaboration is expected to be [Vizit™](#), which enables consumers to interact with billions of unshared images found within camera phones, PCs and the Internet by combining a state-of-the-art touch-screen display with wireless network capabilities. Vizit is scheduled for public launch this October.

"Isabella is a highly innovative startup company with an outstanding vision for the future of connected mobile devices," said Ken Obuszewski, director of product management for Freescale's Multimedia Applications Group. "We are pleased to collaborate with Isabella to enable entirely new categories of consumer products based on world-class i.MX technology."

With the help of Freescale's architecture expertise, Isabella Products will become one of the first companies exclusively selling "fourth screen" generation products, filling the gap between smart phones and personal computers in every device it puts on the market.

"Freescale is a recognized leader in driving technology forward with its advanced line of i.MX processors, making them the perfect partner as we launch Vizit and continue to expand our product line," said Matthew I. Growney, chief executive officer and founder of Isabella Products. "With Freescale's support and architecture expertise, Isabella Products will continue to push the envelope in delivering use-specific connected mobile devices that meet the emerging needs of the consumer."

About Freescale's i.MX applications processors

Millions of i.MX applications processors are powering consumer, industrial, automotive, medical and embedded devices. With on-chip media accelerators, multiple connectivity interfaces and package options, the i.MX family is suitable for a broad spectrum of multimedia-oriented applications. Freescale's i.MX technology includes leading power management, security management, digital rights management and image processing technology, a formidable combination of features that OEMs desire to drive high-performance video, audio and 3D gaming content on mobile devices. For more information, visit www.freescale.com/imx.

About Freescale Semiconductor

Freescale Semiconductor is a global leader in the design and manufacture of embedded semiconductors for the automotive, consumer, industrial and networking markets. The privately held company is based in

Austin, Texas, and has design, research and development, manufacturing or sales operations around the world. www.freescale.com.

About Isabella Products

Isabella Products, Inc. is a next generation consumer electronics company dedicated to developing innovative solutions for emerging consumer needs. Isabella focuses on creating intuitive, simple and innovative devices by leveraging the very latest in hardware, software and wireless technologies to create a rich user experience. Isabella is guided in its technological innovation by four core principles: modular design; open-source software development; touch interface; and scalable architecture. These four elements allow Isabella to rapidly design and develop new products and services cost effectively. The company's seasoned team of professionals have built and managed some of the world's greatest consumer successes at companies such as Motorola, Nike, Disney and Bose. For more information please visit www.isbellaproducts.com.

#

Media Contacts:

Jack Taylor
Freescale Semiconductor
(512) 996-5161 office
(512) 560-7143 mobile
jack.taylor@freescale.com

Asia Pacific
Gloria Shiu
Freescale Semiconductor
(85-22) 666-8237
gloria.shiu@freescale.com

Europe, Middle East and Africa
Laurent Massicot
Freescale Semiconductor
(33-16) 935-7712
laurent.massicot@freescale.com

India
Anjali Srivastava
Freescale Semiconductor
(91-120) 395-0000
anjali.srivastava@freescale.com

Japan
Masako Tanikawa
Freescale Semiconductor
(81-3) 5437-9128
masako.tanikawa@freescale.com

Latin America
Dale Weisman
Freescale Semiconductor
(512) 895-2795
dale.weisman@freescale.com

Freescale and the Freescale logo are trademarks or registered trademarks of Freescale Semiconductor, Inc. in the U.S and other countries. All other product or service names are the property of their respective owners. © Freescale Semiconductor, Inc. 2009.