News Release **14, September, 2010**

ARM TECHNOLOGIES POWER NUFRONT'S FIRST COMPUTER SYSTEM CHIP TO RESHAPE LAPTOP MARKET

Nufront launches NuSmart™ 2816 Computer System Chip based on multi-core

ARM Cortex-A9 processor, bringing mobile power efficiencies to the laptop market

Beijing, China – Sept 14, 2010 –Nufront, a leading Chinese high-tech company, and ARM® today announced the availability of Nufront's first Computer System Chip NuSmart™ 2816, a 40nm system-on-chip that integrates a full computer system including a dual-core Cortex™-A9 MPCore™ implementation at 2GHz. With NuSmart™ 2816, Nufront is targeting ultra-thin laptop and All-in-One desktop markets, as well as netbook and tablet markets.

NuSmart™ 2816 is the world's first chip to integrate a 2GHz dual-core ARM Cortex-A9 processor, multi-core 2D/3D graphics processor, 64bit DDR2/3-1066 memory controller, 1080p multi-format video engine, SATA2 controller, USB2, Ethernet, together with general I/O controllers. By leveraging the multi-layer hybrid interconnection technology, multi-level fine grain power management technology and advanced 40nm manufacture process, NuSmart™ 2816 is very energy efficient consuming less than two watts when running at 1.6GHz.

"We are seeing the computing landscape evolve with capabilities emerging from new and different areas," said Tudor Brown, president, ARM. "Nufront is an excellent example of the pioneering approach to addressing existing computing markets with innovative products."

"The closed computing market is entering a new era after 30 years of unidirectional evolution, driven by SoC technology and the virtual IDM industry model, which have been well developed in the open mobile market resulting in high power efficiency and versatile

user experience," said Vince Zhou, general manager, Nufront System Chip Division. "The innovative NuSmart™ 2816 Computer System Chip is the first in the world to combine the high performance capability of the traditional PC market and the high power efficiency of the mobile market at a competitive price. We believe this solution will bring a totally different user experience to customers and will reshape the mainstream computing market."

"The combination of the ARM Cortex-A9 MPCore processor and Mali-400 MP graphics processors provides an industry leading scalable solution to address the high performance demands of general computing," said Ian Drew, executive vice president, marketing, ARM. "This product brings together compelling 2D and 3D graphics acceleration with high performance processing capability and leading-edge ARM Physical IP, all within a low power envelope."

A long-term partner of ARM for future collaboration on next generation processor technology in China, Nufront is now the first Chinese company using the most advanced 40nm process for chip design and manufacturing. Nufront is working on open source platforms like Ubuntu and Android, as well as with Microsoft.

Availability

First products powered by Nufront NuSmart™ 2816 are expected to be shown at CES 2011 in Las Vegas. Nufront is also planning to deliver several other NuSmart™ series computer system chips in 2011, one of which is under development now.

About NUFRONT

Founded in 2004 by several Chinese oversea returnees from Silicon Valley including chief technical leader Professor Bao, Nufront is a highly innovative startup company which had cultivated and made believable success in a broad range of technology including wireless communication system, video search system and digital image processing system. Nufront has extensive partnership in China with industry leading company, first-class Chinese universities and academic institutes.

NUFRONT website is: www.nufront.com

About ARM

ARM designs the technology that lies at the heart of advanced digital products, from wireless, networking and consumer entertainment solutions to imaging, automotive, security and storage devices. ARM's comprehensive product offering includes 32-bit RISC microprocessors, graphics processors, video engines, enabling software, cell libraries, embedded memories, high-speed connectivity products, peripherals and development tools. Combined with comprehensive design services, training, support and maintenance, and the company's broad Partner community, they provide a total system solution that offers a fast, reliable path to market for leading electronics companies. Find out more about ARM by following these links:

- ARM website: http://www.arm.com/
- ARM Connected Community: http://www.arm.com/community/
- ARM Blogs: http://blogs.arm.com/
- ARMFlix on YouTube: http://www.youtube.com/user/ARMflix
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