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### **CSR adds Dynamic Hearing's ATLAS sound processing suite to BlueCore5-Multimedia**

**Cambridge, UK – November 30, 2006** – CSR (LSE: CSR.L) has announced a new addition to its eXtension Partner Programme of third party enhancements to its powerful DSP-based BlueCore5-Multimedia silicon. Dynamic Hearing's ATLAS™ sound processing suite is now available on CSR silicon, allowing mobile handset and headset designers to offer their customers an improved user experience using very low MIPS and delivering maximum talk-time. This move furthers CSR's lead in Bluetooth, by offering its customers the most advanced and complete multimedia Bluetooth silicon.

CSR's BlueCore5-Multimedia is the only Bluetooth silicon available which can support such third party audio enhancement software due to its architecture which offers integrated DSP and memory. These third party enhancements are being delivered to CSR's customers via the company's eXtension Partner Programme.

The low-power, high performance ATLAS sound processing suite provides a complete DSP solution for high quality sound in both transmit and receive directions using only 7 MIPS. ATLAS makes volume adjustments in 33 frequency bands, providing enhanced listening ability and optimised speech intelligibility in varying noisy environments. ATLAS acts as an automatic, handsfree volume control to maintain the acoustic output of the headset at a comfortable level. In addition, if the

ambient noise level changes, the CSR DSP inside BlueCore5-Multimedia running ATLAS will automatically adjust the volume level in the headset to maintain intelligibility. This means that users no longer have to manually adjust the volume to compensate for ambient noise. This makes using a headset for activities such as driving even more comfortable and safe for the user as they do not have to take their hands off the wheel. In addition to compensating for ambient noise, ATLAS increases speech intelligibility and sound quality by reducing noise from the far-end of the telephone network and environmental noise picked up by the microphone at the near-end.

Richard Ord, SVP of CSR's Wireless Audio strategic business unit (SBU) commented, "CSR is alone in the industry in integrating a DSP into our multimedia BlueCore products. BlueCore5-Multimedia incorporates our most powerful DSP yet at 64 MIPS and the on-chip memory means that we can offer our customers so much more value through our eXtension partnerships. The addition of Dynamic Hearing's powerful automatic volume control to our BlueCore5-Multimedia offering holds clear advantages for our headset and mobile handset customers."

Dr. Elaine Saunders, CEO of Dynamic Hearing added: "Bluetooth is an ideal application for our ATLAS suite to optimise voice levels and quality for end users of wireless devices such as headsets." Saunders continued, "Because of its architecture, CSR's BlueCore5-Multimedia hardware offers an ideal platform for porting our software and delivering the combined benefits to CSR's customers."

BlueCore5-Multimedia offers superior sound quality for headset applications with a best-in-class signal to noise ratio of -95dB. BlueCore5-Multimedia also leads the industry for power consumption and radio design. The radio transmits at +6.5dBm and receives at -90dBm which eliminates interference when listening to music or taking a call. When used in stereo headset applications, BlueCore5-Multimedia enables industry-leading battery life of more than 24 hours of music playback.

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### **About CSR**

CSR is the leading global provider of personal wireless technology and its product portfolio covers Bluetooth, FM receivers and WiFi (IEEE802.11). CSR offers developed hardware/software solutions, based around its silicon platforms, that incorporate, fully integrated radio, baseband and microcontroller elements.

CSR's customers include industry leaders such as Apple, Dell, LG, Motorola, NEC, Nokia, Panasonic, RIM, Samsung, Sharp, Sony, TomTom and Toshiba.

CSR has its headquarters and offices in Cambridge, UK, and offices in Japan, Korea, Taiwan, China, India, France, Denmark, Sweden and both Dallas and Detroit in the USA.

More information can be found at [www.csr.com](http://www.csr.com)

### **About Dynamic Hearing**

Dynamic Hearing Pty Ltd, headquartered in Richmond, Australia, provides advanced patented signal processing solutions for audio devices as embedded software. All technology developed by Dynamic Hearing is designed to enhance the experience of sound for listeners in any environment, providing them with greater mobility and improved lifestyle.

The company licenses its technology to international manufacturers of hearing aids, headsets and other communication devices, and has a high performance team of audiologists, scientists, software programmers and DSP engineers, led by a business and management team, focused on rapid product development, scientific validation and sound commercial partnership.

[www.dynamichearing.com.au](http://www.dynamichearing.com.au)