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Press Release

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MOST Cooperation Steering Committee Welcomes Commitment of Harman/Becker and SMSC to Open Data Link Layer of MOST

5 Karlsruhe (Germany) 2nd October 2007 – The Steering
Committee of MOST Cooperation, the cooperative established to
promote the infotainment network standard known as Media
Oriented Systems Transport (MOST®), and whose membership
10 consists of Audi, BMW, DaimlerChrysler, Harman/Becker and
SMSC (Nasdaq: SMSC), has announced today that it welcomes
and embraces the decision by Harman/Becker Automotive
Systems and SMSC to open the details of their proprietary Data
Link Layer for new and current generations of the MOST
multimedia network.

15 In a press release on October 1st, SMSC and Harman/Becker
announced their intention to make their detailed Data Link Layer
technology for existing and future generations of MOST available
via a royalty bearing license in a step-wise process linked to
market growth. They also announced that a detailed Data Link
20 Layer specification for the first generation, MOST25, has already
been made available and can be requested on SMSC's website
by members of the MOST Cooperation. A license agreement to
the related patents of both companies can be requested via the
same webpage. For the full press release, please see
25 <http://www.smsc.com/whatsnew/prcorp/linklayerpr.html>.

30 The car maker members of the Steering Committee, Audi, BMW
and DaimlerChrysler, endorse the opening of the MOST Data
Link Layer. This opening step gives all members of the MOST
Cooperation the opportunity to design interoperable MOST chips
and will push a further adoption of MOST. On the other hand,
they honor innovation. This is why they also endorse
Harman/Becker and SMSC's plan to license their proprietary data
link layer on commercially reasonable terms. This model is similar
to what CAN has done for many years and is still doing.



35 “We believe that MOST is an exceptionally useful technology to
Audi and should be propagated widely throughout the auto
industry,” said Dr. Willibert Schleuter, head of electronics at Audi.
40 “We are in favour of any steps that will make complementary
technologies more widely available as we see this as essential in
helping to spread the adoption of MOST. Therefore Audi
welcomes Harman/Becker’s and SMSC’s decision to license their
Data Link Layer intellectual property to other semiconductor
manufacturers. Due to this opening step the semiconductor
industry has the chance to design optimized products enabling
45 more competition.”

“Standards bodies have taken different approaches in
determining how to develop a standard that suits a particular
industry,” said Dr. Christoph Grote, head of BMW’s Infotainment
division. “From the beginning, the philosophy of the MOST
50 Cooperation has been to base its standard on particular elements
of existing technology to rapidly create a reliable and stable
infotainment networking standard. Like other standardization
groups, the eventual goal of the MOST Cooperation is for all its
members to be enabled to make MOST compatible parts and
55 systems.”

“We recognize, however, that in order for the MOST Technology
to develop, SMSC and Harman/Becker need to receive a fair
return for the intellectual property investment that they have
developed outside of the MOST Cooperation as an incentive for
60 innovation. BMW endorses the licensing model proposed by
SMSC and Harman/Becker because it will encourage a
necessary competition and will allow the market for MOST
compatible parts to develop while respecting the effort and
intellectual property of those companies that have developed it.”

65 “SMSC’s and Harman’s program to license their Data Link Layer
on a commercially reasonable basis should help spread the
MOST Technology and allow for additional innovation and
competition,” said Peter Haeussermann, head of the Mercedes-
Benz telematics division at DaimlerChrysler. “In order to spread
70 new generations of MOST technology, it is essential that we
increase the number of companies that can manufacture MOST
compatible parts. Harman/Becker and SMSC have now defined
clear conditions for opening their proprietary technologies related
to MOST now and for new generations of MOST products, which
75 we expect will lead to greater diversity of supply.”



About MOST Technology

80 MOST (Media Oriented Systems Transport) is a multimedia
networking technology optimized for but not restricted to use in
cars. It enables transport of high quality of service audio and
video together with packet data and real-time control over a single
transmission medium. MOST offers transmission over Plastic
Optical Fiber and Unshielded Twisted Pair copper physical layers
85 under automotive conditions. MOST to date is used in over 45 car
models and represents the communication backbone for their
information and entertainment equipment.

About MOST Cooperation

90 The MOST Cooperation is the organization through which MOST
Technology is standardized and refined so that it continues to
stay abreast of the latest industry requirements. Today it consists
of 15 international carmakers and more than 70 key component
suppliers. They have joined together to work with the MOST
Technology and to contribute to its innovation. The MOST
95 Cooperation is prepared to embrace efforts to further develop and
standardize the technology for other industries and to establish
the corresponding work structures. The MOST Cooperation was
founded in 1998 by BMW, DaimlerChrysler, Harman/Becker and
OASIS SiliconSystems (now part of SMSC). Audi joined its
100 Steering Committee in 2000. For more information see
<http://www.mostcooperation.com>.

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Standardization to the utMOST

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