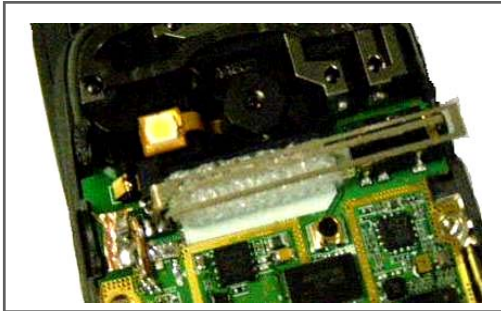


Prestta™ Mobile TV Antenna for Handhelds

MediaFLO—715 MHz, DMB-T—200 MHz
DVB-H — UHF & L-Band



Ethertronics' Prestta series of Isolated Magnetic Dipole™ (IMD) stamped metal embedded mobile TV antennas are optimized to deliver on the high performance needs of all transmission formats—including MediaFLO, Digital Video Broadcast and Digital Media Broadcast. Utilizing patented IMD technology, Ethertronics internal mobile TV antennas are able to replace whip antennas without significant performance degradation. The miniaturized design, coupled with superior wireless range and high isolation properties, provide compelling advantages to manufacturers seeking a leadership position in the mobile TV market space. The omni-directional reception patterns of IMD antennas provide strong signal gathering capabilities even in urban settings with tall buildings and dense foliage, making them a perfect match to high consumer expectations.

TECHNOLOGY ADVANTAGES



Stays in Tune

The form factor of IMD antenna technology provides superior RF field containment, resulting in less interaction with surrounding components. Ethertronics IMD antennas resist de-tuning.

Available as standard and custom solutions, IMD technology can be quickly implemented in a variety of form factors and deliver **up to 40% higher performance** than competing technologies. The end result is a smaller antenna, outstanding performance, lower program development risk and quicker time-to-market.



KEY BENEFITS

DESIGN ADVANTAGES

High Resistance to Frequency Shifts

- IMD's high isolation characteristics are immune to frequency shifts that can otherwise impair reception.
- Stays on frequency even when held in different positions or when in close proximity to other internal components.

Quicker Time-to-Market

- Pre-existing reference designs enable quick first article samples which remain true through production
- With software optimization, Ethertronics is able to minimize cycle time to gain critical first-to-market advantage.

END USER ADVANTAGES

Embedded Antenna—Nothing to Break Off!

- In real-world usage, whip antennas are easily susceptible to breakage. An Ethertronics internal IMD antenna is completely enclosed within the mobile device, protected from damage.

Superior Range

- Better performance means longer range and a more satisfying end-user experience.

Various Operating Positions and Implementations

- Ethertronics IMD antennas provide great performance in free space, and when hand held.
- Low frequency performance is a challenge for smaller form factors, yet IMD offers a compelling solution when designing sleeker, thinner mobile devices.

SERVICE AND SUPPORT

Extensive RF Experience

- Our design teams are composed of RF PhDs, project managers and a complete engineering team to support every project — from initial prototyping to TIS and TRP performance testing.

Global Operations & Design Support

- Ethertronics' global operations supports an integrated network of design centers that can take projects from concept to production.

ETHERTRONICS

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