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## **Altera and TRS-STAR Announce Automotive Industry's First Scalable Infotainment Platform**

*PARIS Platform Offers Designers a Flexible Solution for Incorporating Intellectual Property Into Car Multimedia Systems*

**San Jose, Calif. and Stutensee, Germany, October 10, 2007**—Altera Corporation (NASDAQ: ALTR) and TRS-STAR GmbH today announced the PARIS development platform, the industry's first fully scalable infotainment platform for the automotive market. Featuring an Altera® Stratix® II FPGA, TRS-STAR's PARIS platform targets automotive multimedia systems used in next-generation car infotainment and telematics systems. The PARIS platform supports CAN, MOST, USB, Ethernet and SDHC interfaces and features a scalable automotive graphics system with multiple video-in and video-out functionalities, an audio processing module, and an application processor.

Altera worked with more than 12 hardware and software intellectual property (IP) providers to help develop this comprehensive development system, which includes a pre-programmed board featuring an Altera Stratix II FPGA, a WVGA touch-screen TFT display, reference designs, software stacks and drivers, cabling, power supply, and resource CDs with documentation. It also provides demonstration designs and a library of IP functions that designers can use to create differentiated infotainment products or quickly adapt the products to changing market demands. The platform is designed to enable easy integration of future IP and facilitate fast and efficient development of infotainment applications. In addition, the PARIS platform features a scalable framework which offers up to 50 percent less development time and system cost.

The PARIS platform also offers a cost reduction path via Altera's low-cost, high-performance HardCopy® II structured ASICs, providing an ideal development system for volume production of feature-rich infotainment applications. For infotainment systems

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requiring fewer features, designers can scale into Altera's low-cost, low-power Cyclone® II and Cyclone III FPGAs for their high-volume, cost-sensitive applications.

“Traditionally, infotainment designers used different microcontrollers with often inconsistent hardware and software frameworks in their system platform,” said Manfred Schwarztrauber, president of the MSC Group and general manager of TRS-STAR. “This not only lengthens the development time and system cost, but also exposes customers to the risk of system obsolescence as the controller definition is not portable to future semiconductor technologies. The PARIS platform provides our automotive customers a comprehensive design methodology enabling IP to be seamlessly incorporated into infotainment applications.”

According to the market research firm iSuppli, the total automotive infotainment market is expected to be more than \$50 billion by 2012. Richard Robinson, principal analyst, automotive electronics, at iSuppli Corporation, stated, “While automobile production is experiencing a steady three-percent compound annual growth rate, the automotive infotainment segment is expanding much more rapidly. We forecast the automotive infotainment market, which remains largely untapped today, to experience an eight percent CAGR from 2006 to 2013.”

“The ability to cost-effectively develop infotainment systems and go to volume production is a key advantage to system manufacturers in the rapidly growing infotainment market,” said Tim Colleran, vice president of Altera's consumer and automotive business unit. “The PARIS platform, with an FPGA at its core, is unique because it offers automotive infotainment designers a single, fully scalable system platform featuring hardware, software and IP. This approach provides designers the ease and flexibility of choosing the IP they need for individual systems, significantly reducing design time and development costs.”

### **Pricing and Availability**

The PARIS development platform is offered by TRS-STAR and is currently being sampled by leading customers. TRS-STAR expects the development platform to be available starting the first quarter of 2008. For more information about the PARIS development platform, visit <http://www.ge-research.de/automotive.html>.

**About TRS-STAR**

TRS-STAR is a member of one of Europe's leading, privately owned distributors, the MSC GROUP located in Stutensee, in the southwest of Germany. Members of the group are the MSC Vertriebs GmbH, Gleichmann Electronics and TRS-STAR with representation in all major regions of Europe. With a Europe-wide network of trained engineers, TRS-STAR can service your needs locally. At our disposal are five electronic design centers with more than 100 engineers to solve your technology needs. Furthermore, TRS-STAR makes use of the MSC logistic and programming centers located near Karlsruhe, Germany. Visit [www.trs-star.com](http://www.trs-star.com).

**About Altera**

Altera programmable solutions enable system and semiconductor companies to rapidly and cost-effectively innovate, differentiate and win in their markets. Find out more at [www.altera.com](http://www.altera.com).

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