



BSE Ltd.
Dept of Corporate Services
PJ Towers
Dalal Street
Mumbai 400 001

June 7, 2012.

National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra - Kurla Complex,
Bandra (E),
Mumbai - 400 051

By Email / Courier

Dear Sirs,

Scrip Code 532663 / SASKEN

Sub: Press Release - Sasken Announces release of Automotive Infotainment Solution

Please find enclosed a Press Release bearing the title:

“Sasken announces release of Automotive Infotainment Solution” which is being released to the media today.

Thanking you,

Yours faithfully
For Sasken Communication Technologies Ltd.

S. Prasad
Dy. Company Secretary

Encl.



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Sasken announces release of Automotive Infotainment solution

Software package optimized on the Jacinto platform from Texas Instruments

Bangalore, 7th June, 2012 – Sasken Communication Technologies Ltd., a global leader in embedded technologies, today announced the release of an Automotive Infotainment solution, optimized on the Jacinto platform from Texas Instruments Incorporated (TI).

Sasken, a leader in communications technology for over two decades, has expanded its area of focus into newer industries like automotive infotainment and consumer electronics. As a part of its solution portfolio for automotive customers, Sasken has developed a Rear Seat Entertainment (RSE) / Infotainment software package that leverages the Jacinto platform.

The solution is equipped to enable HD playback of most content found on the Internet, iPod / iPhone / iPad connectivity (including playback of video found on these devices), and playback on multiple screens from a single processor. The solution also allows seamless playback of smartphone content on the system using DLNA. The planned roadmap includes integration with next generation connectivity technologies such as LTE to enable access to content in the cloud, support for encode capability to allow video-conferencing, and other features such as Terminal Mode (MirrorLink), Ethernet AVB support and Wireless Display support.

TI's Jacinto automotive infotainment processors fuel top-notch visual computing and entertainment capabilities for drivers and passengers. The processors include dedicated 3D graphic accelerators and video co-processors that support advanced HMIs and navigation, as well as full 1080p HD video playback and streaming. These platform elements are further complemented by an integrated digital signal processor (DSP) to allow for real-time radio, audio, speech and other applications.

"TI is committed to serving the automotive industry with highly innovative and automotive-grade technologies that will help manufacturers differentiate in an increasingly technology-driven marketplace," said Matthew Watson, product line manager, audio and infotainment, TI. "To that end, we look to work with compatible industry technology providers who can assist in our mission. Sasken is one such provider, as the company offers a compelling RSE/Infotainment software solution that will help integrate the smartphone experience into the vehicle—delivering on consumer expectations."

"Sasken is committed to the auto segment. We are well equipped to create unique solutions, providing differentiated services to automotive customers. The fact that Sasken has already won design-in engagements for the RSE solution from a leading Tier1 OEM demonstrates the potential this offering has in the market," said Srinivas Prasad, Associate VP, Mobility, Auto & Consumer Electronics, Sasken. "TI's Jacinto platform was the first option for Sasken when we were in the planning stage. Jacinto has huge traction in the automotive world, and its rich feature set enabled by the presence of the IVA-HD, SGX530 GPU and ARM Cortex A8 processors made it an obvious choice."



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About Sasken:

Sasken (www.sasken.com) is an R&D Technology Solutions company that helps businesses, across the Communication & Consumer value chain, accelerate product development life cycles. Sasken offers a unique combination of R&D Consultancy, Wireless Software products, Solutions & Services for Consumer Electronics & Network Engineering Services and works with Network OEMs, Semiconductor Vendors, Handset OEMs, Consumer Electronics OEMs and Operators across the world.

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