



## **New Toyota Prius: MOST® Technology Goes Hybrid**

**Hauppauge, NY, June 2, 2009** – SMSC (NASDAQ: SMSC), a leading semiconductor company that provides Smart Mixed-Signal Connectivity™ solutions, today announced that its Media Oriented Systems Transport (MOST®) networking technology, has been selected as part of the infotainment for the new Prius, Toyota's popular hybrid car model which is distributed worldwide. This design win marks the first high-volume hybrid vehicle to adopt the MOST technology and also expands SMSC's presence in Toyota's mid-tier vehicles that are sold globally.

Depending on the infotainment option grade, Toyota's third-generation Prius hybrid car is offered with an electrical MOST50 infotainment network. SMSC's intelligent network interface controllers (INIC™) for MOST50 support a data rate of 50 Mbits per second. The electrical version of MOST provides full access to all data transport mechanisms at twice the speed of a MOST25 network, the first generation of MOST. The double density coding scheme allows the transmission of high-quality multimedia over unshielded twisted pair or shielded twisted pair copper cables. The Prius, following the Lexus RX 450h, is the second hybrid car with a MOST network.

"In offering Toyota the opportunity to integrate MOST with copper cables, we enable them to continue to use conventional wire harnesses and established manufacturing processes," said Dr. Christian Thiel, Vice President and Managing Director of SMSC's Automotive Information Systems group. "Successfully integrating electrical MOST in a high volume car like the Prius is a significant achievement for MOST and SMSC. It enables new customers that do not want to migrate to an optical network to take advantage of the de facto standard for automotive infotainment and information networking. This design win also shows that MOST technology has reached an attractive price point for adoption into high volume vehicles."

The electrical physical layer for MOST50 has been standardized by the MOST Cooperation, consisting of 16 international carmakers and more than 60 key component suppliers.

### **About SMSC's Automotive Product Line:**

SMSC's Automotive Information Systems is a supplier of TrueAuto™ infotainment and information semiconductor solutions to major automakers, including Audi, BMW, Daimler, Hyundai/Kia, Jaguar, Land Rover, Porsche, Toyota and Volvo. SMSC is a founding member of the MOST Cooperation, a cooperative of automakers, automotive systems architects and manufacturers and key components suppliers working to extend and refine the MOST® standard for the evolving requirements of automotive multimedia networking. Additional information is available at [www.sm-sc-ais.com](http://www.sm-sc-ais.com).

### **About SMSC:**

Many of the world's most successful global technology companies rely upon SMSC as a go-to resource for semiconductor system solutions that span analog, digital and mixed-signal technologies. Leveraging substantial intellectual property, integration expertise and a comprehensive global infrastructure, SMSC solves design challenges and delivers performance, space, cost and time-to-market advantages to its customers. SMSC's application focus targets key vertical markets including consumer electronics, automotive, PC and industrial applications. The Company has developed leadership positions in its select markets by providing application specific solutions such as mixed-signal embedded controllers, non-PCI Ethernet, ARCNET, MOST® and Hi-Speed USB.

SMSC is headquartered in Hauppauge, New York with operations in North America, Asia and Europe. Engineering design centers are located in Arizona, New York, Texas and Karlsruhe, Germany. Additional information is available at [www.sm-sc.com](http://www.sm-sc.com).

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**Forward Looking Statements:**

Except for historical information contained herein, the matters discussed in this announcement are forward-looking statements about expected future events and financial and operating results that involve risks and uncertainties. These uncertainties may cause our actual future results to be materially different from those discussed in forward-looking statements. Our risks and uncertainties include the timely development and market acceptance of new products; the impact of competitive products and pricing; our ability to procure capacity from our suppliers and the timely performance of their obligations, commodity prices, interest rates and foreign exchange, potential investment losses as a result of liquidity conditions, the effects of changing economic and political conditions in the market domestically and internationally and on our customers; our relationships with and dependence on customers and growth rates in the personal computer, consumer electronics and embedded and automotive markets and within our sales channel; changes in customer order patterns, including order cancellations or reduced bookings; the effects of tariff, import and currency regulation; potential or actual litigation; and excess or obsolete inventory and variations in inventory valuation, among others. In addition, SMSC competes in the semiconductor industry, which has historically been characterized by intense competition, rapid technological change, cyclical market patterns, price erosion and periods of mismatched supply and demand.

Our forward looking statements are qualified in their entirety by the inherent risks and uncertainties surrounding future expectations and may not reflect the potential impact of any future acquisitions, mergers or divestitures. All forward-looking statements speak only as of the date hereof and are based upon the information available to SMSC at this time. Such statements are subject to change, and the Company does not undertake to update such statements, except to the extent required under applicable law and regulation. These and other risks and uncertainties, including potential liability resulting from pending or future litigation, are detailed from time to time in the Company's reports filed with the SEC. Investors are advised to read the Company's Annual Report on Form 10-K and quarterly reports on Form 10-Q filed with the Securities and Exchange Commission, particularly those sections entitled "Other Factors That May Affect Future Operating Results" or "Risk Factors" for a more complete discussion of these and other risks and uncertainties.

*SMSC and MOST are registered trademarks and Smart Mixed-Signal Connectivity, INIC and TrueAuto are trademarks of Standard Microsystems Corporation.*

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