

Press Conference
5th June 2001
Monte Carlo

Next generation BlueMoon Family

Christian Baumgart
VP & General Manager
Short Range Wireless

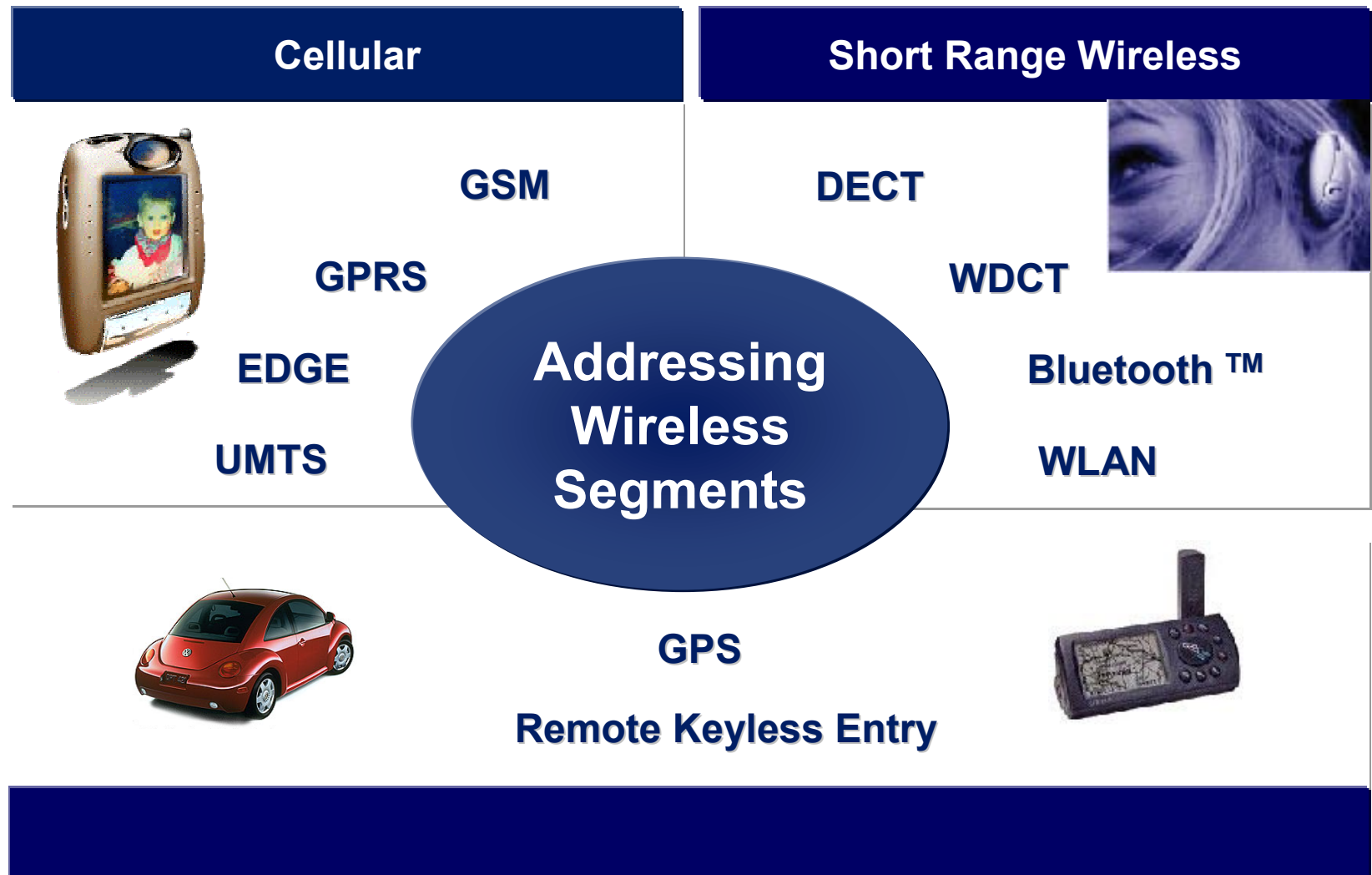


Never stop thinking.

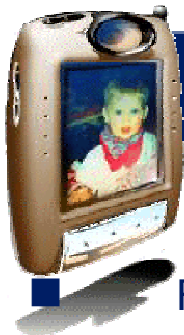
Agenda

- Overview Wireless Group - Focus Applications
- Infineon Wireless Track Record
- Bluetooth Market Diversified into Many Applications
- Announcing Next Generation BlueMoon Family
- BlueMoon Roadmap & Applications
- The BlueMoon Family
- Customers & Partners

Wireless Focus Applications



Infineon Track Record in Wireless Communications



Cellular

- First GSM chip set in 1993
- More than 100 Mio shipped
- First dual band solution
first GPRS solution on the market
- Large customer base

Short Range Wireless



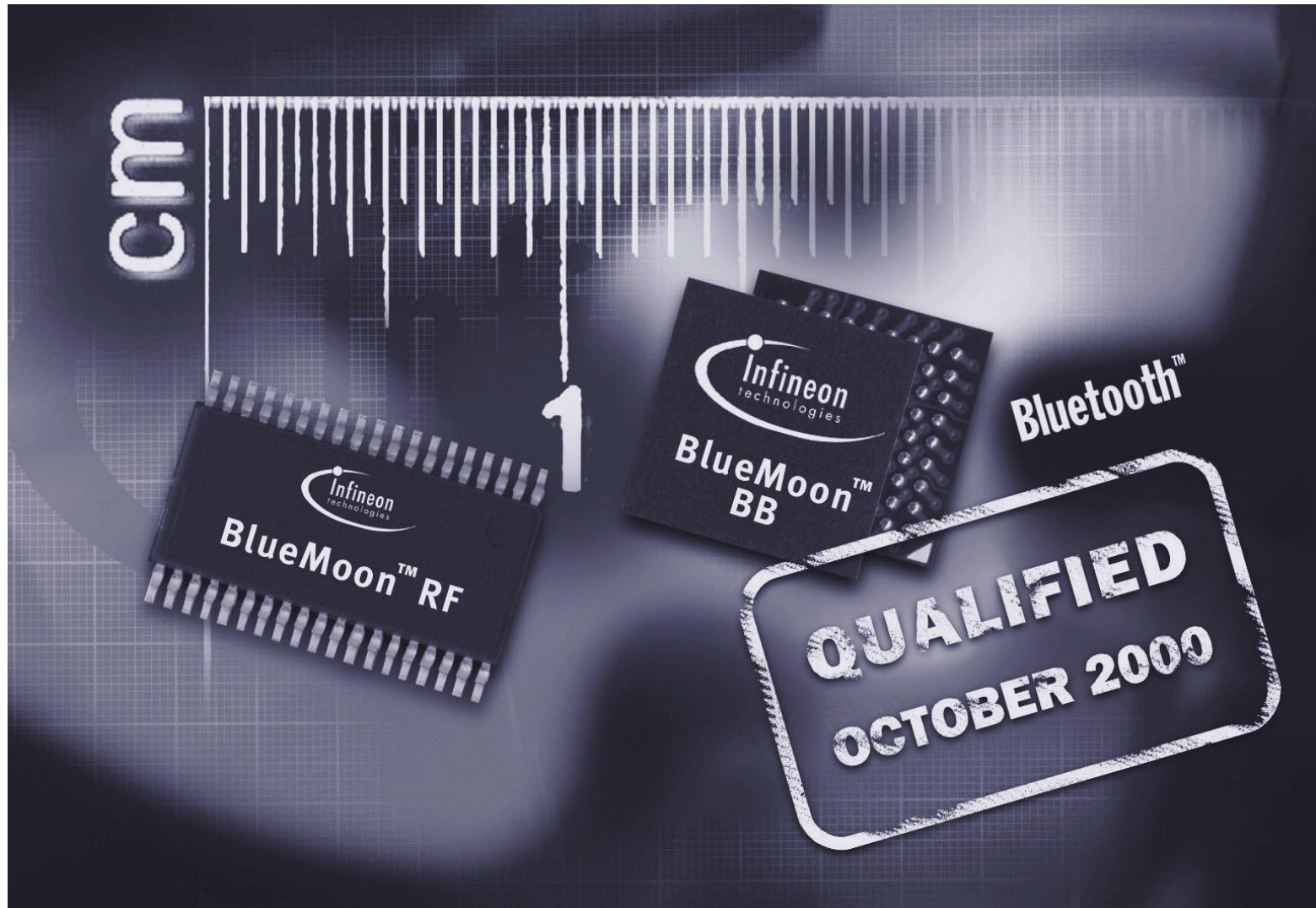
- Market leader in digital cordless
- Established new standard WDCT
- More than 40 Mio shipped
- First qualified Bluetooth solution



- System solution for GSP in production
- Remote Keyless Entry solutions
- Broadband receivers



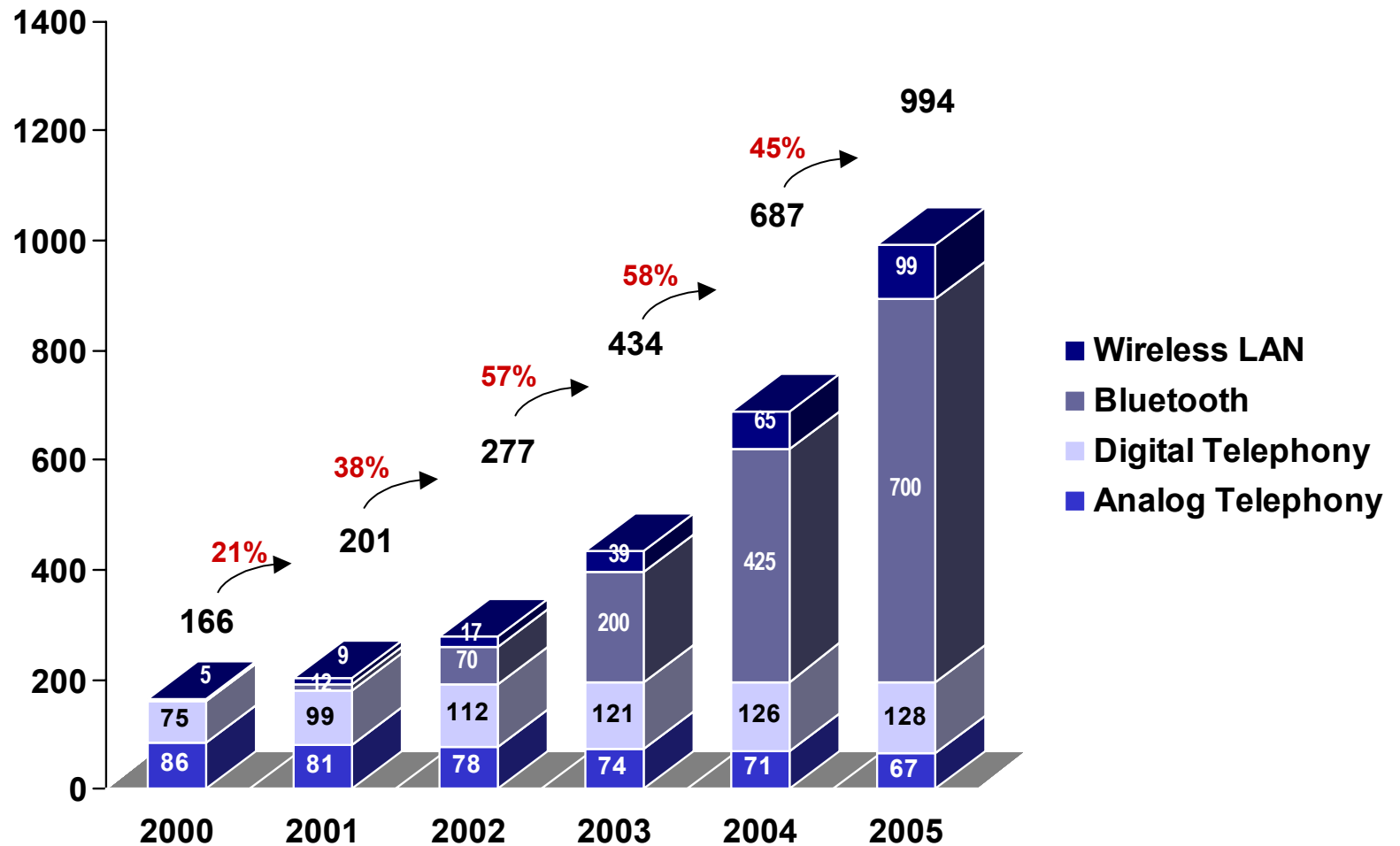
World's first qualified system solution In production today



Short Range Wireless

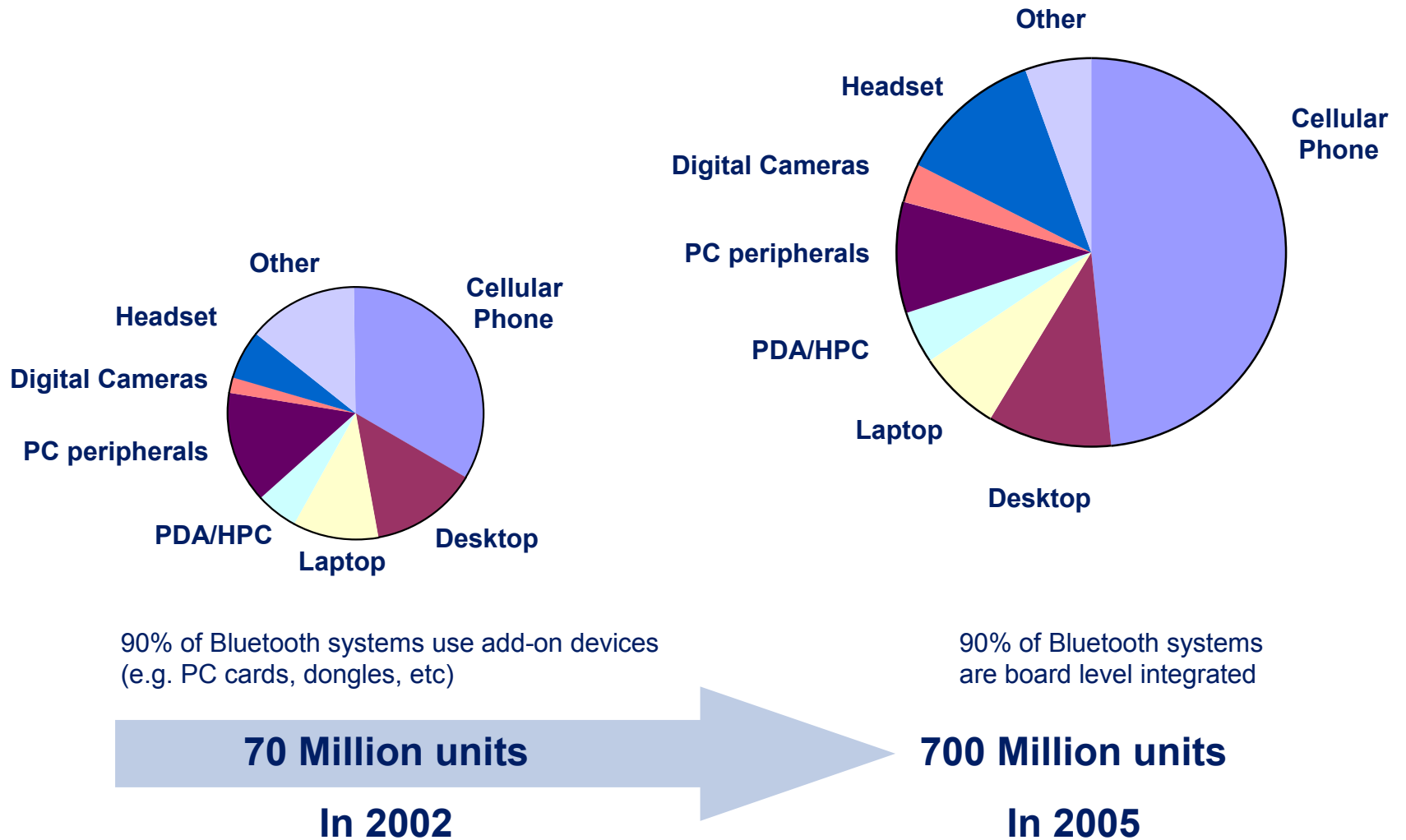
Market growth will be dominated by Bluetooth

In Mio Wireless Modems



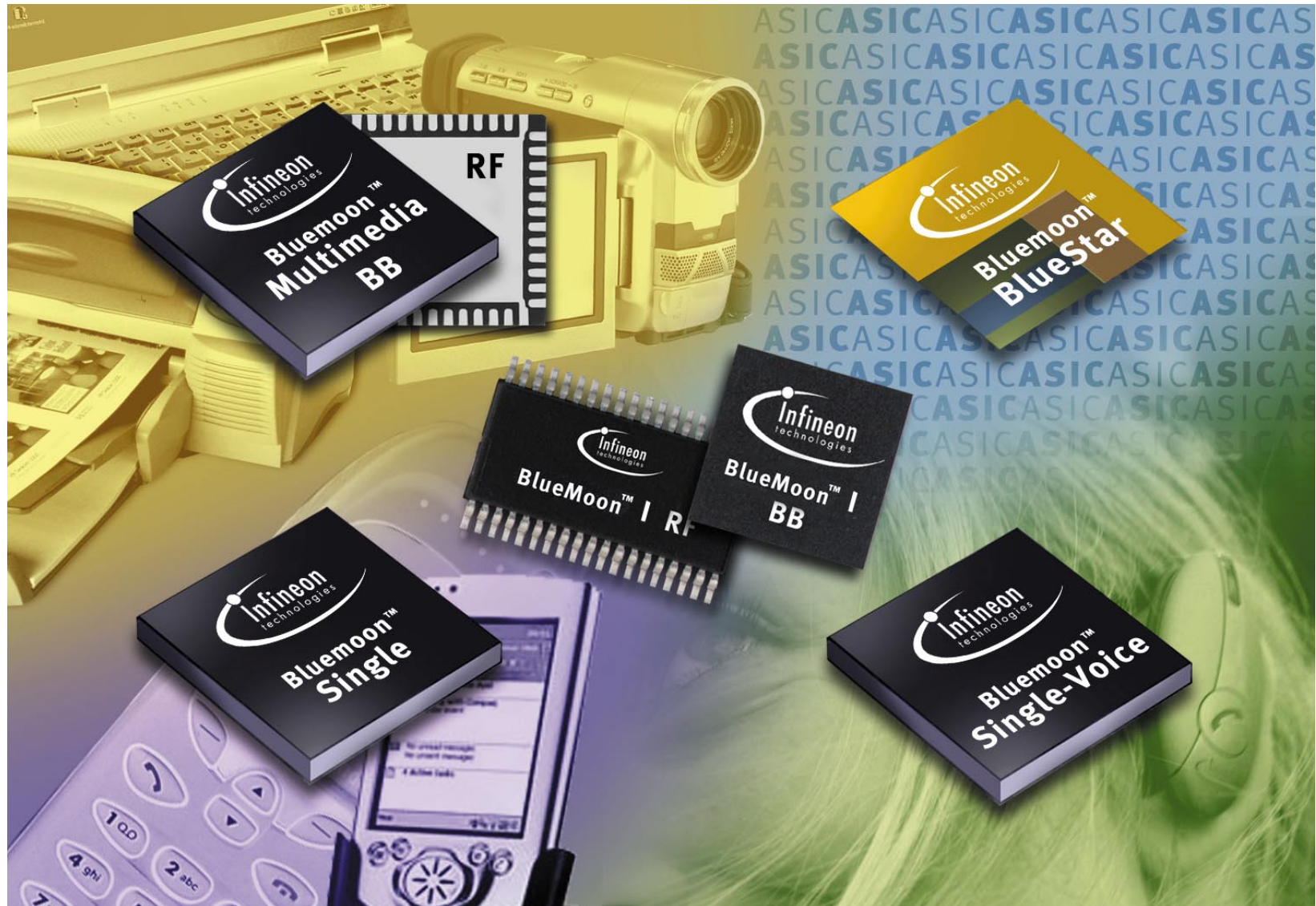
Bluetooth market is expected to grow to 700 mio units in 2005

Volume is split into many diverse applications



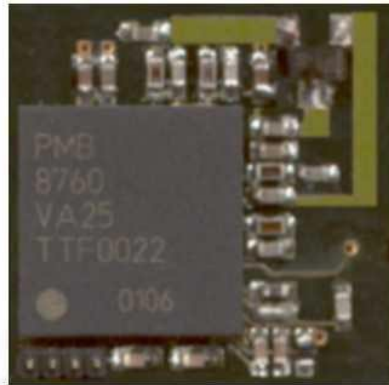
Infineon announces next generation BlueMoon™ family

Optimised solutions for dedicated applications



Infineon announces **BlueMoon Single**

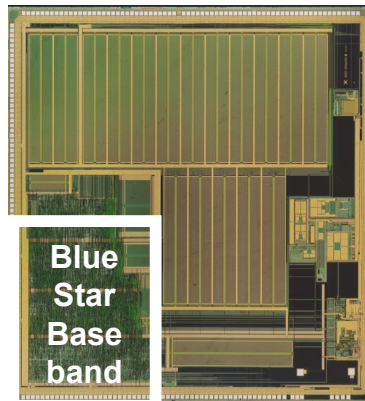
The smallest Bluetooth solution based on volume technology



- Single Chip integration of Baseband, Radio and Software
- Size only 11 x 11 mm²
or 0,43 x 0.43 sqr inch
- Power consumption only 25mA @ 115 kbits using DH5 packet
- Receive sensitivity -82dBm
- Pricing Euro 7.50 at 1 Mio units

Infineon announces **BlueMoon BlueStar**

Embedded Bluetooth Baseband for Applications ASIC integration



+



- Integration of Bluetooth functionality into Application ASICs
- Standardised design flow, VHDL code
- Process independent
- Supports mode for 4 Mbit data transmission
- Preferred host CPU ARM
- Digital interface to RF transceiver
- VHDL code available based on license model

Infineon announces **BlueMoon Multimedia**

High speed host interface and air interface



Infineon announces **BlueMoon SingleVoice**

The Ultimate Wireless Headset Solution



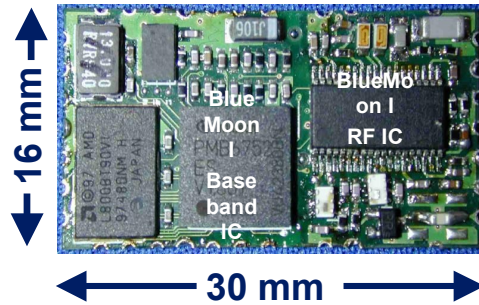
- Single chip solution for headset applications
 - Full duplex voice codec
 - Integrated power management
 - Charging control
 - Customizable MMI
-
- Sampling key customers in Q3

Early adopters of Infineon BlueMoon Solution

- Panasonic (BT Module)
- Samsung (BT Module)
- Murata (BT Module)
- Siemens (Cellular LAN Access Point, ...)
- Acer (PC Card)

More customers under Non Disclosure Agreements

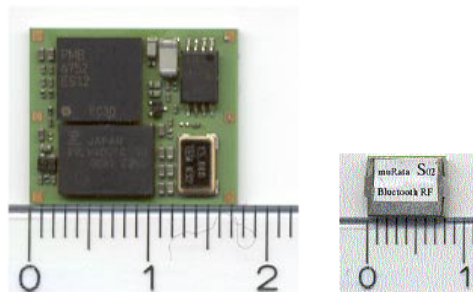
Infineon BlueMoon Module Partners - Bluetooth qualified



Low Cost / Small Size

- **Samsung**
(16.0 x 30.0 x 3.0 mm³)

- **Panasonic**
(28.0 x 20.0 x 2.3 mm³)



Miniature Size

- **Murata**
(15.5 x 17.0 x 2.0 mm³)

Infineon Bluetooth Software Partners and Consultants

Software Partner

- Extended System
- Impulsoft Pvt. Ltd.
- Stollmann E+V GmbH
- Widcomm Inc.

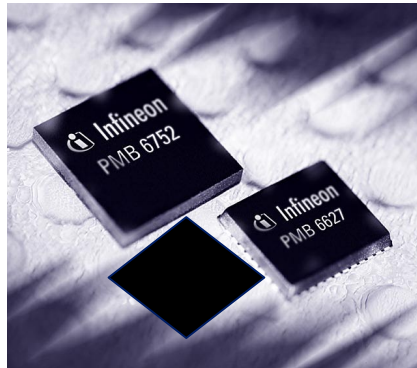
Consultants

- Computer & Communications Research Lab. (**CCL**)/
Industrial Technology Research Institute (**ITRI**)
- Plextek Ltd.
- Wireless Solutions
- GigaWaveTech (Pte) Ltd

Infineon BlueMoon Cost Roadmap

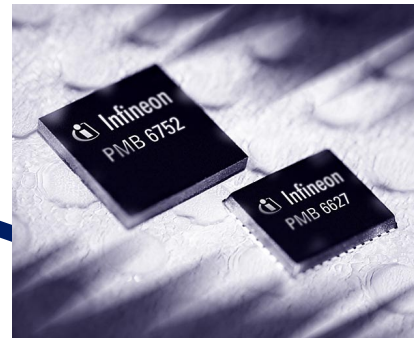
Bringing Bluetooth to Mass Market

BlueMoon I < € 15



< €10

BlueMoon I +



< €7.50

BlueMoon Single



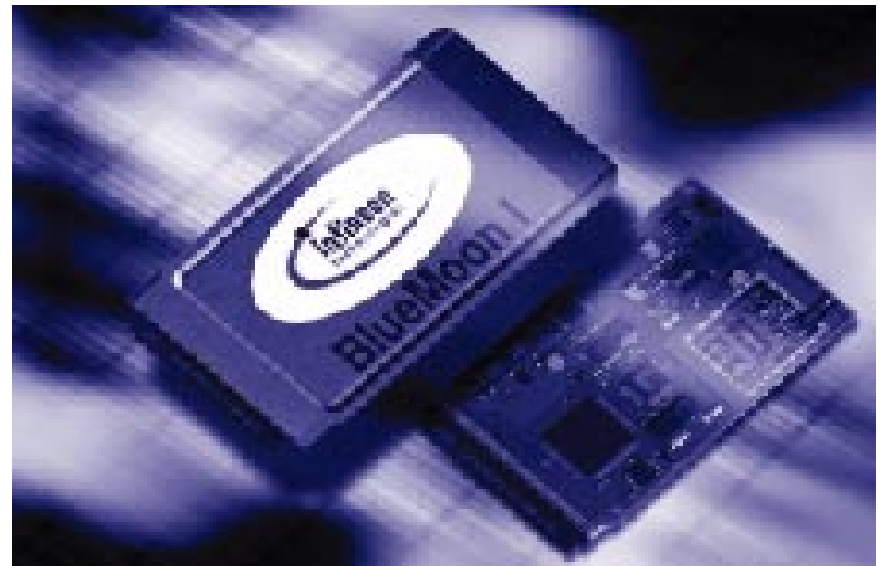
In Volumes of 1 mio pcs

2001

2002

Infineon BlueMoon™ family

Enabling seamless communications for everybody





And don't forget:

„Never stop Thinking“