



6 November 2009 - SiTel receives Total Cost Improvement Award from Panasonic

Leading global manufacturer Panasonic recognizes SiTel's contribution to BOM cost reductions in its DECT telephony solutions

's-Hertogenbosch, The Netherlands, November 6, 2009 – SiTel Semiconductor today announced that it has received the Panasonic Total Cost Improvement Award for its contribution to cost performance for Panasonic's home DECT telephone products.

The award was presented to SiTel's CEO Asmund Tielens and CMO Arend van der Weijden by Panasonic Corporation's president Fumio Ohtsubo at the Panasonic Excellent Partners Meeting on November 6, 2009.

SiTel was recommended for the award by Panasonic Communications Corporation (PCC) for its overall contributions to reducing BOM costs in PCC's DECT phone products during 2007-2008. Key amongst these was the implementation of the SC14480 range of [single-chip DECT solutions](#) in the majority of Panasonic's 2008 models. By cutting component count, assembly costs and testing time, Panasonic has been able to achieve significant reductions in total costs for DECT products.

"We are very pleased to receive this award from a global market leader like Panasonic", said Asmund Tielens. "We are continually innovating to improve the performance and the integration of our products, for example, combining our [RF](#) and baseband functionality into a single chip in the SC14480 series enables our customers to deliver high-performance DECT telephony solutions at a competitive price."

The Panasonic Excellent Partner Meeting was initiated by Panasonic Corporation's president Fumio Ohtsubo to recognize the company's most valuable partners, and to share strategies and future business opportunities.

~ End of Release ~

About SiTel Semiconductor BV

SiTel Semiconductor BV was established in June 2005, following a management buy-out from National Semiconductor Corporation. Headquartered in 's-Hertogenbosch, The Netherlands. SiTel is a fabless IC manufacturer with design centers in The Netherlands and Greece along with regional sales offices in Hong Kong, Japan and the U.S. The company specializes in the design, manufacturing and marketing of high-performance CMOS solutions for digital cordless and corded communication and is the world's number one DCT supplier for cordless voice, real-time data and VoIP.

For more information, visit www.sitelsemi.com

Please find our full press release at:

http://www.sitelsemi.com/news/press-releases/06112009/6_November_2009_-_SiTel_receives_Total_Cost_Improvement_Award_from_Panasonic.html

For further information, please contact:

SiTel Semiconductor BV



Barbara Janmaat-van Arkel

Marketing Communications Specialist

E-mail: marcom @sitelsemi.com

Tel: +31 (0) 73 640 8341

Fax: +31 (0) 73 640 8823

[Panasonic Total Cost Improvement Award](#)

[Asmund Tielens receiving the award from Nobuharu Akamine](#)