



FOR IMMEDIATE RELEASE

SPECTRA7 AND MONSTER INTRODUCE INDUSTRY'S FIRST ULTRA HD+ CABLE PRODUCTS

Unprecedented Resolution, Frame Rate and Color Depth Enabled by New Mira™ Chips

January 7, 2013 – Las Vegas, NV – Spectra7 Microsystems Inc. today announced a new family of Signal Processing Chips that deliver next generation UltraHD content over Monster Inc.'s new ISF HDMI Cables. UltraHD is a new 4K High Definition display standard that provides 4 times the display resolution and an immersive consumer experience. By performing complex signal processing and performance analysis Spectra7's Mira chip eliminates impairments that typically limit resolution, frame rate and color depth in HD displays. The chip achieves this inside the cable connector without consuming any direct system power, based on Spectra7's patented power harvesting technology.

Noel Lee, Head Monster said, "We are delighted to partner with Spectra7 to deliver future-proof 4K ready HDMI connections to this rapidly expanding market. The difference is easily discernable between displays showing standard 4K and our UltraHD+ products. We look forward to a long and beneficial partnership!"

Spectra 7's Mira technology embeds proprietary signal processing algorithms and analog circuitry to remove speed impairments in the cable. By "listening" to the signal and analyzing its spectral composition at the receiver, these chips learn how to discern the speed compromised signal from the noise. This process can increase consumer video bandwidth beyond 30Gbps "supercomputer" speeds, without consuming any system power, since the power is "harvested" from the signal itself.

Since color depth, frame rate and resolution all consume bandwidth, display systems typically compromise one or more of these parameters in order to get content delivered through the cable. With Spectra7's patented technology, content can be delivered without compromise and a truly immersive consumer experience can be attained.

Spectra7 demonstrates this with their proprietary 4K Deep Color capable source driving content into 4 independent 1080p 60FPS HDMI links. Spectra7's MediaMux™ Engine processes these links into a single 22.5Gbps Monster ISF HDMI Cable. The resultant cable transports the entire range of 4K video standards from entry-level 30FPS 4:2:0 format to an immersive 60FPS 4:4:4 UltraHD+ format. The 92" 2 x 2 tile display is capable of displaying 4 independent HD streams, a single UltraHD stream, or an immersive UltraHD+ stream. The results are clearly discernable with the UltraHD+ tiles appearing more vivid, jitter free and deeper in color.

"Clearly how we move HD and UltraHD video from source to display has a significant effect on video quality and consumer experience; and our Mira technology makes it better", said Tony Stelliga, CEO of Spectra7. "We are delighted to partner with Monster, the industry leader in consumer interconnects to deliver this technology to consumers in this rapidly evolving UltraHD 4K market."

SPECTRA7 / MONSTER DEMO / BOOTH INFORMATION

Join us in Las Vegas at CES (www.cesweb.org) where Spectra7 and Monster will be demonstrating the world's first UltraHD+ active interconnect solution at the Monster, Inc. booth located inside the Las Vegas Convention Centre, Central Hall - #13004 and 13013.

ABOUT SPECTRA7 MICROSYSTEMS INC.

Spectra7 Microsystems Inc. is a high performance analog semiconductor company delivering unprecedented speed, resolution and signal fidelity to consumer and wireless infrastructure products. Spectra7 was recently created through the synergistic combination of Redmere Technology Limited and Fresco Microchip Inc. For more information, please visit www.spectra7.com.

ABOUT MONSTER, INC.

Monster was founded over 30 years ago by Head Monster Noel Lee, who was recently honored with the prestigious Plus X Award®: Lifetime Achievement Award, as a company dedicated to creating products that enhance the sound quality of music. The company engineered the sound of the acclaimed Beats by Dr. Dre™ headphones, and has become the world's leading manufacturer of high-performance, sonically superior headphones, all of which feature the company's Pure Monster Sound.® Monster is also the world's leading manufacturer of advanced connectivity solutions for high-performance home entertainment, audio, home cinema, computer and gaming as well as a leading innovator in the field of mobile accessories and professional audio. The company also provides high-performance AC power line conditioning and protection products for audio/video systems, as well as energy-saving power products. Monster continues to lead in innovation with over 300 U.S. and international patents and dozens pending, offering more than 4,000 products in over 134 countries worldwide.

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