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PORTALPLAYER'S PERSONAL MEDIA PLAYER: PHOTO EDITION PLATFORM FEATURES USB 2.0 TRANSCEIVER TECHNOLOGY FROM INNOVATIVE SEMICONDUCTORS

Santa Clara, Calif. – January 12, 2004 – PortalPlayer, Inc., the company that enabled the fast-growing music jukebox market, announced that its' new Personal Media Player: Photo Edition development platform features USB 2.0 mixed-signal transceiver technology from Innovative Semiconductors, Inc. (Innovative). The Innovative USB 2.0 Transceiver Macrocell, which is compliant with the USB 2.0 Transceiver Macrocell Interface (UTMI) specification, has been integrated into the PP5020™ system-on-chip (SoC), the semiconductor portion of the Personal Media Player: Photo Edition development platform.

"In order for our customers to deliver compelling consumer electronics devices to market quickly, we employ leading-edge technologies," said Michael Maia, vice president of sales and marketing of PortalPlayer. "For the Personal Media Player: Photo Edition, our technology alliance with Innovative allows us to offer the first personal media player platform with both USB Host and On-The-Go (OTG) support."

Innovative's USB transceivers support Device, Host and OTG applications. The technology is proven in silicon, certified for USB 2.0 compliance, and included in the USB integrators list of USB building blocks. Innovative customers are currently in production with the USB transceiver and are manufacturing SoCs with several different process technologies.

"It is an honor to add PortalPlayer to our growing list of leading silicon providers who have chosen to use Innovative's mixed-signal technology," said Nabil Takla, president of Innovative. "PortalPlayer's decision to use Innovative technology in the PP5020 chip should further enhance our customer's confidence in the performance of our USB transceivers."

Demonstrations of the Personal Media Player: Photo Edition development platform were conducted last week during the Consumer Electronics Show (CES) in Las Vegas. The platform will make possible the next-generation of hard-drive-based personal media players that allow consumers to get, move and use their complete collections of personal digital content, including music, audiobooks, digital photos and video (MJPEG) anywhere, anytime. For more information about this new product, visit www.portalplayer.com.

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About Innovative Semiconductors, Inc.

Innovative's mixed-signal products have gained acceptance among some of the world leaders in the consumer and computer markets. Innovative's licensees include 3dfx, Agilent, Conexant, Creative Technology, Evans & Sutherland, Honeywell, IBM, Infineon, JPL, LSI Logic, Mitel, Motorola, National Semiconductor, NVIDIA, Oki, S3, Samsung, Siemens, STMicroelectronics, Trident and Tvia. Innovative's technology has been designed in a variety of applications ranging from PCs, PC peripherals, Internet appliances, and set-top boxes to satellites. The company is a member of the USB-IF, TSMC IP Alliance Program and UMC IP Program. For more information about Innovative, visit www.isi96.com.

About PortalPlayer, Inc.

PortalPlayer is personalizing digital entertainment by providing complete platforms for computer and consumer electronics manufacturers to design innovative personal media players that integrate audio and photo capabilities. The company's award-winning, flexible silicon and software platform has been adopted by the majority of leading audio jukebox manufacturers worldwide by providing superior features and unmatched flexibility, and enabling rapid time to market. Founded in 1999, PortalPlayer is a privately-held company with offices in Santa Clara, California; Charlotte, North Carolina; Seattle, Washington; and Hyderabad, India. For more information, visit www.portalplayer.com.

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