



**PRESS RELEASE  
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## **Lyrtech awarded US\$28 million OEM contract**

**Lyrtech is to develop an intelligent motion detection module for use in exterior, commercial LED lighting systems**

**Quebec City, Canada (July 7, 2010).** Lyrtech Inc. ("Lyrtech" or the "Company") (TSX-V: LTK), a worldwide leader in digital signal processing technologies and a Texas Instruments Elite Design House, is proud to announce that it has signed an OEM agreement with an undisclosed customer to design, develop and deliver intelligent motion detection modules based on existing Lyrtech intelligent optical sensing (IOS) technology. The contract, expected to span two years, is worth US\$28 million.

IOS is a promising technology set to replace older sensing technologies such as passive infrared and ultrasonic occupancy sensing, as IOS can detect presence even without motion. IOS is also capable of offering reliable people counts in predefined areas. In a world where energy efficiency and higher cost-effectiveness are major concerns, IOS is going to become pivotal in HVAC and lighting systems so they can become capable of automatically adjusting heat, airflow or light use. IOS technology also opens new horizons in the safety and security markets without compromising on privacy, as well as in marketing and room management, among others.

Lyrtech announced the launch of the IOS in September, 2009, in collaboration with Texas Instruments and ObjectVideo to address motion detection requirements in new markets. This contract demonstrates Lyrtech's strength in addressing new market requirements and its vision in investing in promising technologies and solutions.

The IOS processes feeds from its onboard sensor through a powerful digital media processor based on DaVinci technology from Texas Instruments. Texas Instruments' digital media processors based on DaVinci technology consist of scalable, programmable digital signal processors with accelerators and peripherals optimized for a broad spectrum of end equipments, such as the one Lyrtech will develop.

"Lyrtech's intelligent optical sensing technology provides a greener, more energy-efficient environment," says Suman Narayan, general manager DSP C6000 at Texas Instruments. "Texas Instruments' high-performance analog and embedded processors, such as our digital signal processors, allow companies to leverage this technology to create innovative solutions with analytics such as highly accurate occupancy and motion detection functionality."

"Lyrtech is constantly looking for new fields of applications and new technologies to develop. We've been doing that since our beginning," said Louis Bélanger, president and CEO of Lyrtech. "This new and exciting relationship, founded on our technology and know-how, is a new chapter in Lyrtech's history; one where we invest in, we hope, the seed of a greener world."

## **About Lyrtech**

Lyrtech, a proud Texas Instruments Elite Design House, develops and manufactures advanced digital signal processing solutions for companies worldwide, a vital technology to network and wireless communications, audio and video processing, as well as electronic systems in all fields of technology. Lyrtech offers a full range development platforms, as well as design, prototyping and manufacturing of electronic products. Lyrtech works in partnership with industry leaders such as Texas Instruments, The MathWorks, and Xilinx. Lyrtech's customers include many prestigious names of the consumer electronics, telecommunications, aerospace, and defence fields. For details, visit [www.lyrtech.com](http://www.lyrtech.com).

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