



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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## **Lyrtech selected by Texas Instruments as a member of the Design House Network**

**Quebec City, Canada (August 14, 2008)** — Lyrtech is proud to announce that it has been selected by Texas Instruments (TI) to be part of its Design House Network.

The new TI Design House Network is an elite group of independent worldwide companies offering customers proven embedded and DSP design services aimed to significantly reduce customer's design cycle time and costs.

Recognized as an expert in electronic systems development in the audio, wireless, video and imaging areas, Lyrtech brings over 25 years of experience and expertise to provide customers system-level design and development engineering services.

"Lyrtech's growing list of satisfied customers using TI-based board-level designs services made them a clear choice for the network," said Bill Chew, business development manager, TI. "We are confident in recommending them to our worldwide customers because Lyrtech has provided high-quality, board- and system-level design services to ease our customer's time-to-market concerns."

As part of the Design House Network, Lyrtech is extending its expert design services by providing application software development, customer hardware and electronic design services to TI's worldwide customers. Lyrtech's extensive design knowledge with TI processors and analog components coupled with design support from TI, will help customers accelerate their design ideas into sophisticated, next-generation products.

"We are happy to be one of the select leading companies in the Design House Network," said Jean-Sebastien Berube, Executive Vice President, Sales and Marketing, Lyrtech. "This next step in our business plan shows the great collaboration and trust that has strengthened between Lyrtech and TI. We look forward to promoting and extending our TI processor-based turnkey design services to a broad range of worldwide customers."

### **About the Texas Instruments Design House Network**

Lyrtech is a member of the TI Design House Network, a community of respected, well-established companies offering application design services, hardware and software integration, prototyping and manufacturing based on TI analog and embedded processing technology. The Network provides a broad range of services to help customers accelerate innovation to make the world smarter, healthier, safer, greener and more fun.

## **About Lyrtech**

Lyrtech 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 of DSP-FPGA development platforms, as well as design, prototyping, and manufacturing of electronic products through its manufacturing division. 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 defense fields. For more information, visit [www.lyrtech.com](http://www.lyrtech.com).

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