

# **MIC Electronics Limited**

A-4/II, Electronic Complex, Kushaiguda, Hyderabad - 500062, India  
Ph: +91 40 27122222 Fax: +91 40 27133333  
email : cs@mic.co.in www.micelectronics.com

ISO 9001:2000 Certified Company



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## **MIC announces three new products for the Global market**

### **Products based on Texas Instruments' semiconductor devices**

MIC Electronics Ltd., a leading company that offers cutting edge technology in the area of LED displays and lighting, recently announced three new products that would be introduced soon in India.

“These products have been designed around semiconductor devices from Texas Instruments (TI) including OMAP, MSP430 and 16 Channel LED Driver. MIC expects these products to make a difference in the lighting arena in the country as LED-based products can reduce energy consumption, enhance battery life and bring down carbon footprints,” said Dr. Ramana Rao, Chairman and Managing Director, MIC Electronics.

The new products are:

- 110 inch True LED TV – Optimax 4i

Optimax 4i scores over other comparable LED, Plasma and Projector TVs on various parameters including brightness, viewing pleasure and sharpness of image when viewed from a reasonable distance. As distance increases, these parameters remain the same in Optimax 4i, while they significantly come down in the other TVs. The embedded controller with TI's OMAP35x enables the networked operations and reliable performance. This sophisticated display system opens up avenues for several high end display applications including control room applications and large size video conferencing applications.

- Energy Efficient LED Street Light – Spectra Series

This product promises energy savings of 60 percent compared to traditional luminaires. TI's MSP430 Controller renders the street light “intelligent” with programmable dimming, digital ambient light sensing and automatic On-Off capability. The specially designed optics provides the desirable light spread pattern with minimum spilling and uniform distribution.

For MIC Electronics Limited

A handwritten signature in blue ink, appearing to read 'MVR', is placed over the typed name of the Chairman and Managing Director.

Dr. M.V. Ramana Rao  
Chairman & Managing Director

- 2ft x 2ft indoor commercial light fitting – Regale Soft

This aesthetically appealing Indoor LED Lighting fixture is perfectly suited to IT companies, banks and other modern work areas. Energy saving is expected to be in the region of 50 percent compared to conventional lighting products. The soft, glare-free light from Regale Soft enhances comfort while working. The optimal designs covering Power Electronics, using TI's High Power Factor Preregulator UC3852, Thermal Management and Optics contribute significantly to the longevity of the fixture which is virtually maintenance-free.

These three products from MIC Electronics were recently introduced during a meeting held at MIC's headquarters in Hyderabad with a Texas Instruments delegation which included TI Chairman, President and CEO, Mr. Richard K Templeton and TI India President and Managing Director, Mr. Bobby Mitra. The TI delegation held discussions with Dr. Ramana Rao, Chairman and Managing Director, MIC Electronics and his management team on enhancing partnership in the area of emerging LED Display and Lighting technology vis-à-vis the rapidly changing customer requirements.

About MIC Electronics:

MIC Electronics is an intrinsically R&D driven organization. It was started 23 years ago by a team of technocrats and is a pioneer in design and development of LED true color displays and Solid State LED Lighting (Grid based and Off Grid based). It is the only company in India that has 'Design-to-Manufacturing' capabilities in the true color LED video display segment. For more information visit [www.micelectronics.com](http://www.micelectronics.com)

For MIC Electronics Limited



(Dr. M V Ramana Rao)  
Chairman & Managing Director



Chairman, Texas Instruments, USA, Mr. Richard K Templeton launching MIC's 4mm 110" True LED Pixel TV/Monitor – "Optimax 4i" at MIC's R&D Centre at Hyderabad on 10<sup>th</sup> November 2009. Dr. M.V.Ramana Rao, CMD, MIC is by his side.



TI and MIC Teams after announcement of three new products of MIC for the Global market

Visit of MIC R&D Centre by Chairman, Texas Instruments Inc, USA and his Team









