

Keterex, Inc.
7320 N. Mopac Expressway
Suite 201
Austin, TX 78731
(512) 346-8800



FOR IMMEDIATE RELEASE

Contact:
Keterex, Inc.
Jim Divine, 512-346-8800 x113
jdivine@keterex.com

KETEREX INTRODUCES AUDIO PLAYBACK IC

KX1400 Enables New Audio Applications

Austin, Texas, August 19, 2009 – Keterex, a manufacturer of mixed-signal integrated circuits and systems, today announced the availability of the KX1400 Audio Playback IC. The KX1400 is the first in a family of low-cost, highly integrated audio IC's for industrial and consumer applications.

The KX1400 operates either stand-alone or as an MCU peripheral, allowing designers to add voice prompts, polyphonic audio alerts, and sound effects to existing or new designs. As a peripheral the KX1400 requires minimal MCU resources while managing a library of up to 4,096 custom pre-recorded audio phrases. The KX1400 includes a built-in tone generator to enable algorithmic sound effects, as well as an integrated Class-D Amplifier / Driver capable of directly driving 0.25W speakers commonly used in cost sensitive applications.

To enable designs using the KX1400, Keterex is also announcing the KX1400-DK Development Kit. This kit, priced at \$49, includes all the hardware and software needed to develop a design using the KX1400. The kit includes an evaluation board, a USB adaptor for a host PC, and IDE software to develop control code for the KX1400. The kit also includes audio editing software, WAV and MIDI conversion utilities, and several example projects.

The KX1400 Audio Playback IC operates over a voltage range of 2.7V to 5.5V, is available in a space-saving 20-pin 4x4mm QFN package, and is rated from -40°C to 85°C. The KX1400 is priced at \$0.83 in quantities of 10,000.

The KX1400 Audio Playback IC and KX1400-DK development kit are both available for purchase directly from Keterex at www.keterex.com.

About Keterex: Keterex develops mixed-signal integrated circuits and systems to address unique challenges faced by embedded systems designers. Keterex combines expertise in mixed-signal design, embedded firmware development, and electronic systems manufacturing to create innovative and affordable products for industrial and consumer applications. Founded in 2004, Keterex is headquartered in Austin, TX.

###