

# Texas Instruments Licenses Impulsesoft's Bluetooth(R) Multimedia Technology for Mobile Phones

## **Impulsesoft's iWALTZ(tm) Platform Enables Music Streaming to Mobile Phones with Bluetooth Stereo Headsets**

NEW ORLEANS, LA – CTIA Wireless 2005 /Send2Press Newswire/ – Impulsesoft announced today that Texas Instruments Incorporated (TI) has licensed Impulsesoft's iWALTZ multimedia platform for Microsoft(R) Windows Mobile(tm). Targeted at handset manufacturers worldwide, the iWALTZ platform from Impulsesoft has been optimized on TI's Bluetooth single-chip technology enabling mobile phone manufacturers to rapidly bring to market a complete Bluetooth stereo multimedia solution.

The Impulsesoft iWALTZ platform integrates its Bluetooth A2DP and AVRCP protocols for music streaming and remote control with the headset and handsfree profiles of the Microsoft protocol stack. The platform allows users to stream music to their mobile phones and to Bluetooth stereo headsets while seamlessly receiving calls on the same headset.

"TI's leadership in Bluetooth wireless technology for mobile phones is further strengthened with Impulsesoft's innovative advanced audio solution," said, Marc Cetto, general manager of TI's Mobile Connectivity Solutions. "With this solution from Impulsesoft, TI furthers its ability to enable handset manufacturers to rapidly bring to market advanced phones with integrated Bluetooth multimedia capabilities. By collaborating with leading Bluetooth multimedia technology companies such as Impulsesoft, TI can deliver a Microsoft Bluetooth stack for Windows Mobile based phones."

"The convenience of listening to music from mobile phones wirelessly will encourage consumers to use their phones as a portable music device" said K Srikrishna, President and CEO, Impulsesoft. "TI's strong support on their silicon and their strong OEM relationships made it possible to overcome many integration challenges. Consumers and mobile device OEMs are the true winners with this solution that brings together the best in TI silicon, Microsoft's platform, third party applications and Impulsesoft's iWALTZ platform to deliver near-CD quality stereo sound over Bluetooth."

TI's Bluetooth single-chip technology, combined with its mobile system expertise, enables handset manufacturers to deliver smaller, sleeker handsets with Bluetooth technology. Impulsesoft is a pioneer in the use of Bluetooth to transmit CD quality music. With Impulsesoft's iWALTZ platform for WinMobile combined with Impulsesoft's iWiSH Bluetooth stereo headset technology, handset manufacturers now have a complete solution for providing a wireless music streaming experience to end customers.

About iWALTZ

iWALTZ is a complete multimedia platform consisting of A2DP, AVRCP Bluetooth profiles, the mandatory Sub Band Codec 'SBC' encoder and audio driver optimized on TI Bluetooth silicon. The Bluetooth profiles are integrated over the Microsoft Bluetooth stack on the Windows Mobile platform.

#### About Impulsesoft

Impulsesoft Private Limited, headquartered in Bangalore India with a branch office in California, is the leader in providing Bluetooth stereo solutions for original equipment manufacturers (OEMs).

Impulsesoft enables their customers to bring innovative peripherals for digital media players and mobile phones by delivering a variety of feature-rich peripherals as reference designs and OEM products, and licensing media middleware on phone and jukebox platforms. Impulsesoft, with distributors and VARs worldwide, is an early adopter of the Bluetooth Special Interest Group.

Additional information about Impulsesoft is available at [www.impulsesoft.com](http://www.impulsesoft.com).

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