



**OPTICHRON**

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**FOR IMMEDIATE RELEASE**

## **Optichron Names Haining Fan to Director Asia-Pacific Sales**

*Semiconductor and Wireless Veteran to Spearhead Regional Market Expansion for Nonlinear  
Signal Processing Leader*

**FREMONT, Calif. – September 25, 2006** – Optichron, Inc., the leader in Nonlinear Signal Processing (NSP), today named Haining Fan as Director of Asia-Pacific Sales. Fan, with business and technology experience in the U.S. and Asia, will lead the firm’s business development for that region, directing sales activities and channel support to deliver Optichron’s integrated circuits and related solutions based on proprietary intellectual property. Customers will include designers of signal processing systems that can benefit from improved NSP to realize gains in performance, cost, and efficiency; especially those competing in the broad proliferation of emerging wireless systems such as cellular 3G, mobile WiMAX, GPS, automotive anti-collision radar, and Software Defined Radio (SDR).

“Optichron is proud to introduce Haining Fan to lead our engagements for the Asia-Pacific region.” said Perry Constantine, CEO of Optichron. “His extensive experience – in semiconductor and wireless system technologies and doing business effectively on both sides of the Pacific – maps perfectly to the needs of customers across the region.”

“Optichron has demonstrated leadership in Nonlinear Signal Processing breakthroughs including

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Turboliner™ technology that will resonate broadly with the needs of Asia-Pacific customer base,” said Fan, “especially with the pressure on designers to find new ways to advance wireless systems to the next levels of features and cost-to-performance ratios. I am excited to have the opportunity to deliver these valued innovations to the region.”

Previously Fan had served as Country Manager, China, for Alcatel; as Product Manager for Nokia; and as Field Applications Engineer for NEC. He also recently was in senior sales and marketing roles in semiconductor and wireless startup companies. He earned an MBA at California State University at San Jose, and an MSEE in Radio Physics and BSEE in Wireless Telecommunications from Shanghai University.

### **About Optichron**

Optichron, the leader in Nonlinear Signal Processing (NSP), delivers advanced semiconductor products and intellectual property based on patented algorithms that provide significant improvements in system-level efficiency for communications, consumer and industrial markets. The company’s proprietary Turboliner™ technology corrects for nonlinear distortion, a problem present in all signal processing systems, thus enabling higher signal quality for the implementation of faster, more efficient and lower cost systems. The company is currently engaged in developing integrated circuits, ASIC cores and FPGAs. For more information and product details please visit [www.optichron.com](http://www.optichron.com).

Turboliner is a trademark of Optichron, Inc.

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