

**Press Contacts:**

Maria Sporre  
PopCatcher AB  
Tel: +46 (0) 8 411 40 82  
[maria.sporre@popcatcher.com](mailto:maria.sporre@popcatcher.com)

Pat Hart  
Analog Devices, Inc.  
Tel: 781-461-3678  
[pat.hart@analog.com](mailto:pat.hart@analog.com)

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## **POPCATCHER USES BLACKFIN TO BRING AWARD WINNING MUSIC TECHNOLOGY TO MARKET**

*Innovative software is optimized to run on Analog Devices Blackfin processor*

**IFA, BERLIN – August 31, 2007** –PopCatcher, a Swedish developer of innovative audio technologies and products today announced the availability of its PopCatcher software, hardware module, and Ripper, an integrated FM radio with PopCatcher technology. The patented PopCatcher technology allows a user to record programming from any broadcast source and automatically extract the music as a series of MP3 files, leaving out the talk and advertising. The result is a radio that plays only the music. The resulting files are compatible with all devices that support MP3 playback.

PopCatcher is making this technology available to manufacturers of radios, portable music players, home entertainment centers and other consumer audio equipment in the form of software licenses, hardware modules and reference designs.

The Ripper reference design is a complete FM radio with music capture capability. Users select a station and the Ripper automatically saves the music (only the music) as 192kb/s MP3 files to internal memory or a docked iPod or other USB connected MP3 player.

PopCatcher has selected the Blackfin processor from Analog Devices, because of the capabilities of its advanced processor architecture, combining DSP and controller capabilities. This enables a single processor to efficiently handle tasks such as filtering the broadcast stream to identify the music content, and handling the MP3 file storage interface to the supported media.

“We are excited to bring these new music capture capabilities to the consumer electronics marketplace. We expect that automated music capture will greatly increase the attractiveness of MP3 music players for home, automobile and portable use. This expands what is already a very large global market for music players by greatly increasing ease of use and eliminating the need for a computer or internet connection to access music files,” says Jakob Berg, CEO, PopCatcher.

“We see enormous global potential for the PopCatcher technology. With the technology available as a software module, hardware module or complete reference design, consumer electronics manufacturers have their choice of approaches to integrate this capability on a proven Blackfin solution,” says Mike Haidar, General Manager, SST Product Line, Analog Devices, Inc.

Production of hardware modules and PopCatcher equipped Ripper music capture radios has started in Shenzhen, China, and the product is making its world premier at the IFA exhibit in Berlin, August 31 – September 5, 2007.

### **A Convergent Future Demands Blackfin-Class Processing**

Analog Devices’ Blackfin embodies a new breed of 16/32-bit embedded processor with the industry’s highest performance and power efficiency for applications where a convergence of capabilities -- multi-format audio, video, voice and image processing; multi-mode baseband and packet processing; and real-time security and control processing -- are critical. It is this powerful combination of software flexibility and scalability that has gained Blackfin widespread adoption in convergent applications such as digital home entertainment, networked and streaming media, automotive telematics and infotainment, and digital radio and mobile TV.

### **About PopCatcher AB**

PopCatcher is a Swedish audio research company founded in 2000 by Rickard and Jakob Berg. PopCatcher has developed a solution for RADIO that enables a small, self-learning system to separate MUSIC from DJs and commercials in all languages and all types of music. The PopCatcher software allows the listener to record songs played on the radio and automatically saves them as separate music tracks.

More information about Popcatcher: <http://www.popcatcher.com>

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