



VIA Technologies, Inc.

533 Chung Cheng Road 8F | Hsin Tien, Taipei | Taiwan

Tel: (8862) 2218-5452 | Fax: (8862) 2218-5453 | <http://www.via.com.tw>

For Immediate Release

VIA Announces 1-Watt Processor, the World's Most Power Efficient x86 CPU

500MHz VIA Eden ULV processor opens up the benefits of x86 design and performance to the embedded industry, gains wide industry adoption

Taipei, Taiwan, 23rd August 2007 - VIA Technologies, Inc, a leading innovator and developer of PC silicon and platform technologies, today announced a 500MHz addition to the VIA Eden ultra low voltage (ULV) processor family. With an idle power of just 0.1 watt, the 500MHz VIA Eden ULV processor has been designed from the ground up to meet the low power requirements of a wide range of industrial, commercial and ultra mobile applications.

The new processor, along with several customer boards, will be showcased at the Embedded System Conference Taiwan, held on 23-24 August 2007 in Taipei.

Redefining power efficiency, the fanless 500MHz VIA Eden ULV processor achieves unprecedented speed for a full x86 processor within a remarkable 1 watt power envelope, opening up new realms for silent yet powerful system designs. Within the ultra compact 21mm x 21mm NanoBGA2 package, the VIA Eden ULV processor enables the x86 platform to squeeze into a smaller, lighter chassis than ever before.

"Giving our customers the building blocks to create innovative systems and driving PC technology into new markets defines our 'Small is Beautiful' strategy," said Richard Brown, Vice President of Corporate Marketing, VIA Technologies, Inc. "With its performance, energy efficiency and compact size, our new VIA Eden ULV processor provides a way for embedded developers to add real value to their systems and push the market forward."

The new processor can be combined with the ultra compact VIA CX700/M system media processor, an advanced all-in-one digital media chipset with a maximum operating power of just 3.5 watts, supporting a wide range of multimedia, connectivity and storage options and enabling system platforms with a maximum power of less than 10 watts.

More details about the 500MHz VIA Eden ULV processor may be found in the "The 1 Watt Processor: Making x86 More Accessible to the Embedded Market" white paper, available for download from the VIA website at:

<http://www.via.com.tw/en/downloads/whitepapers/processors/WP070823Eden500MHz.pdf>.

Broad Industry Support

Specifically targeted at applications where ultra cool, ultra quiet and highly reliable performance is essential, the passively-cooled 500MHz VIA Eden ULV processor is ideally

Press Release

VIA Announces 1 Watt VIA Eden Processor...2/3

suited to developers looking to build ultra low power systems. These benefits have been recognized by several leading embedded industry players, including:

AAEON, Acrosser, Adlink, Advansus, Advantech, Aquila, Arbor, Avalue, Axiomtek, Biostar, Bona, Boser, Commate, E-TOP, Flexus, Freetech, Ibase, IEI, Inhand, IPOX, Kontron, Lanner, Liantec, Maple, Nexcom, Posiflex, Portwell, Termtek, Unication and Unicorn.

"With a maximum power of just 1W, the 500MHz VIA Eden ULV processor has finally brought x86 design into the realm of the embedded market," said Richard Hung, Product Manager at Advantech. "This remarkably low power consumption has allowed our new PCM-4372 to provide all the power, performance and versatility of the x86 architecture to our customers."

"The 500MHz VIA Eden ULV was the logical choice for our new 5.25" SBC, EBM-CX700 and B5 size slim PC, the ASM-CX700," said Sam Wang, Vice-President of Avalue. "Now that VIA has brought to market an x86-based processor that doesn't have the prohibitively high power consumption of other offerings, the benefits in terms of versatility, availability of compatible software and hardware, and performance can't be overlooked."

"The new AFOLUX all-in-one PPC series is powered by the new 500MHz VIA Eden ULV processors," said Teddy Kuo, CEO of IEI Technology Corp. "The VIA Eden is a great fanless solution for critical embedded applications. All AFOLUX PPCs have built in Bluetooth and GPRS modules enabling a fast wireless transmission network for self-service, building automation and multimedia applications."

"VIA's innovation in its processor family is setting new standards for low power operation at high performance levels in the embedded market place, and enabled us to create our new Posiflex-KS6200," said Chung Man, VP Marketing & Sales of Posiflex Technologies, Inc. "The 500MHz Eden ULV answers the call of growing numbers of designers demanding x86-compatibility, high performance, power efficiency, low heat dissipation and chipset integration in embedded systems."

Some of these customers will have products on show at the Embedded System Conference event taking place in Taipei on 23-24 August 2007; details of this event may be found on the VIA website at: http://www.via.com.tw/en/company/events/esc_taiwan2007/

About the 500MHz VIA Eden ULV

Based on the VIA CoolStream Architecture, the 500MHz VIA Eden ULV processor is manufactured using an advanced 90nm process, which enables speeds of up to 500MHz with ultra low power consumption of 1W peak power and as low as 100mW (0.1W) idle power. Integrated into the processor is the VIA StepAhead Technology Suite, which boasts an extensive array of performance-enhancing features including the VIA V4 bus at 400MHz, sixteen pipeline stages, sophisticated branch prediction and an efficiency-enhanced 128KB full-speed exclusive L2 cache, ensuring the processor's low power consumption doesn't come at the expense of performance.

Aware of the increasing need for security in embedded applications, the 500MHz VIA Eden ULV integrates the world's fastest x86 security system: the VIA PadLock Security Engine, which features the world's most comprehensive set of security tools to enable real-time military-grade encryption of data. AES encryption, Secure Hash Algorithm SHA-1 and SHA-256, and a Montgomery Multiplier to accelerate the encryption process used under RSA and other public key transmissions are all enabled at unbeatable speeds, as well as NX Execute Protection to prevent worms from propagating, and dual quantum based random number generators give all the encryption tools an unshakable foundation for security.

VIA Announces 1 Watt VIA Eden Processor...3/3

For more information on the VIA Eden ULV processor family, please visit the VIA website at: http://www.via.com.tw/en/products/processors/eden_ulv/

About VIA Technologies, Inc.

VIA Technologies, Inc. (TSE 2388) is the foremost fabless supplier of market-leading core logic chipsets, low power x86 processors, advanced connectivity, multimedia and networking silicon, and complete platform solutions that are driving system innovation in the PC and embedded markets. Headquartered in Taipei, Taiwan, VIA's global network links the high tech centers of the US, Europe and Asia, and its customer base includes the world's top OEMs, motherboard vendors and system integrators. www.via.com.tw

VIA PR Contact

International: Richard Brown
Phone: (886)-2-2218-5452 #6201
Fax: (886)-2-2218-5453
Email: RIBrown@via.com.tw

Note to reporters, editors and writers: VIA is written in ALL CAPS.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.