



## Synaptics TouchPad(TM) Technology Extends into the Digital Living Room

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SANTA CLARA, Calif., July 28, 2010 /PRNewswire via COMTEX News Network/ -- Synaptics Inc. (Nasdaq: SYNA), a leading developer of human interface solutions for mobile computing, communications, and entertainment devices, is helping to simplify the user experience in the digital living room with an adaption of its industry-leading TouchPad(TM) solution.

Improved digital home entertainment systems including cable and satellite set-top boxes, digital video recorders (DVR), and HD televisions have driven the media and entertainment usage model evolution with a wide range of features and programming, multiple layers of information, and complicated menu structures.

Synaptics is currently working with Philips Home Control, a leading wireless input and control solution provider, on implementing an optimized hardware-level specification for TouchPad technology that provides easy integration into remote control devices to improve the usability of these complicated user interfaces and increase the interaction between users and content. TouchPad technology allows users to navigate a cursor, scroll through menus and media libraries, and make selections similar to how they would on a PC notebook in a highly-productive, intuitive, and efficient manner.

"We believe that our touch technology will significantly improve the entertainment experience in a transition similar to what we have seen in the mobile space -- increased data and content on smartphones required a dynamic, touch-oriented, and gesture-based interface," said Mark Vena, senior vice president and general manager of Synaptics' PC division. "In the digital living room, remote control devices can benefit from intuitive capacitive touch interaction such as pointing or scrolling gestures. New usage models for entertainment such as Google TV and Windows 7 Media Center will bring more functionality, content, and complexity to the media experience such that button controls will not provide a friendly user experience."

Microsoft, Logitech, Sony, and Medion have utilized Synaptics TouchPad technology in the remote control category for several years, originating with Synaptics' "Boomerang" concept remote control in 2007. Synaptics believes that the adoption of its TouchPad and gesture technology in the remote control device category will experience initial momentum with bundled remotes (e.g. combined with set-top boxes or HDTVs) where advanced functionality is more widely available.

### About Synaptics

Synaptics (Nasdaq: SYNA) is a leading developer of human interface solutions for the mobile computing, communications, and entertainment industries. The company creates interface solutions for a variety of devices including notebook PCs, PC peripherals, digital music players, and mobile phones. The TouchPad(TM), Synaptics' flagship product, is integrated into a majority of today's notebook computers. Consumer electronics and computing manufacturers use Synaptics' solutions to enrich the interaction between humans and intelligent devices through improved usability, functionality, and industrial design. The company is headquartered in Santa Clara, Calif. [www.synaptics.com](http://www.synaptics.com)

### Forward-Looking Statements

This press release contains "forward-looking" statements about Synaptics, as that term is defined under the federal securities laws. Synaptics intends such forward-looking statements to be subject to the safe harbor created by those laws. Such forward-looking statements include, but are not limited to, statements regarding Synaptics' belief that its touch technology will improve the user experience with remote control devices, and that its TouchPad and gesture technology will achieve acceptance and adoption in the remote control market. Synaptics cautions that these statements are qualified by important factors that could cause actual results to differ materially from those reflected by the forward-looking statements contained herein. Such factors include, but are not limited to, (a) demand for Synaptics' products, (b) market demand for OEMs' products using Synaptics' solutions, (c) changing market demand trends in the markets Synaptics serves, (d) the success of customers' products that utilize Synaptics' product solutions, (e) the development and launch cycles of customers' products, (f) market pressures on selling prices, (g) changes in product mix, (h) the market acceptance of Synaptics' product solutions compared with competitors solutions, (i) general economic conditions, including consumer confidence and demand, and (j) other risks as identified from time to time in Synaptics' reports filed with the Securities and Exchange Commission, including Quarterly Reports on Form 10-Q and the Annual Report on Form 10-K for the fiscal year ended June 30, 2009. All forward-looking statements are based on information available to Synaptics on the date hereof, and Synaptics assumes no obligation to update such statements.

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