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## Yamaha Personalizes Mobile Phones and PDAs With New YMU757 Chip; Singing Phones, Musical PDAs Business Editors/High Tech Writers. **Business Wire** [New York] 12 Oct 1999: 1.

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### Abstract (summary)   Translate [unavailable for this document]

SAN JOSE, Calif.--(BUSINESS WIRE)--Oct. 12, 1999--Forget brrring, warble and other annoying sounds that call you to the phone, or to a message. Yamaha's newest audio LSI offering, the YMU757, designed for mobile phones and PDAs, now allows the download and playback of user-selected sounds and melodies.

The new YMU757 is designed with the same Yamaha proprietary FM sound generator currently used in synthesizers and PC sound cards. With 128 instruments, each with four tones, high quality melody reproduction is greatly enhanced.

"With this new audio chip, the potential for personalizing the products we carry around and depend on, is great," said Iraj Zarrinnaal, LSI Product Marketing Manager, Yamaha Systems Technology, Inc. "The user can immediately determine that the first few bars of the William Tell Overture are his and that the first few bars of Jingle Bells, are not. Once again, Yamaha is bringing distinction and fun to everyday life."

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A 300 mW amplifier to operate dynamic speakers, is built into this single chip sound generator. This can eliminate separate amplifier circuits, making it a space-saving feature, as well as a first in the industry. A built-in equalizer circuit is used to optimize sound quality according to the body shape and speaker type, of the mobile phone.

"With this new audio chip, the potential for personalizing the products we carry around and depend on, is great," said Iraj Zarrinnaal, LSI Product Marketing Manager, Yamaha Systems Technology, Inc. "The user can immediately determine that the first few bars of the William Tell Overture are his and that the first few bars of Jingle Bells, are not. Once again, Yamaha is bringing distinction and fun to everyday life."

### Authoring System in Development

Yamaha is also developing a new authoring system to help content providers create high quality melodies. It includes a tones library, an evaluation board and software for creating and editing musical data. Lyrics for Karaoke practice and game functions using music will be enabled with the Yamaha proposed mobile multimedia format that handles text, audio data, static image data and melodies. Musical data can be tested using the Yamaha evaluation board.

### Highlights of the YMU757 Sound Generator

-- Quality FM synthesis for music.
-- Four simultaneous sounds generated.
-- More than 128 instruments (General Midi equivalent)
-- Effect sounds include legacy phone, chimes, others.
-- Built-in hardware sequencer (less CPU utilization).
-- Built-in speaker amplifier.
-- Built-in equalizer circuit to optimize sound for speaker or handset type.

-- Serial interface to the CPU.
-- Supports earphone output terminal for independent volume control.
-- Supports power down mode (typical 1 microamp or less)
Markets

Europe, Japan and other Asian countries have already implemented custom melody sounds in their mobile phones and PDAs. It is a feature in high demand. In Japan, alone, the 40 million units currently in use, are increasingly customized with color, character straps and personalized ringing tones. Yamaha's YMU757 is becoming hugely popular because of its high quality polyphony vs the existing monophonic sounds. Download services are growing at a very high rate to support this trend.

#### Price and Availability

Sample quantities of the YMU757 are available in October, 1999. Sample price is \$5.50 Production quantities will be available the end of January, 2000.

Yamaha Systems Technology, Inc. was founded to manufacture and market integrated circuits, board level products and complete systems to OEMs and Distributors. The product line includes multimedia audio, graphics and communications products, as well as custom and semicustom ASICs, and CD Recorder products. [www.yamahayst.com](http://www.yamahayst.com)

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