



Synaptics LightTouch(TM) Solution Selected for MEDION(R) GoPal(R) S2310 GPS Device

MEDION(R) Uses Synaptics' LightTouch(TM) Technology for a Robust and Easy-to-Use Experience in Latest GPS

SANTA CLARA, Calif., March 15, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Synaptics Incorporated (Nasdaq: SYNA), a leading developer of interface solutions for mobile computing, communications and entertainment devices, today announced the launch of its LightTouch(TM) solution for the new MEDION(R) GoPal(R) S2310 GPS device.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070315/SFTH055>)

This portable GPS navigation system is part of MEDION(R)'s sports and lifestyle series and is targeted not only for in-car use, but also for outdoor activities. Synaptics has provided a LightTouch(TM) solution that offers an easy way to control the MP3 functions using touch-sensitive buttons backlit with LEDs.

Synaptics' LightTouch(TM) solution creates a stylish, streamlined interface for the MEDION(R) GoPal(R) S2310 GPS device, where design and ease of use are critical. The custom LightTouch(TM) interface provides eight capacitive sensing buttons for precise control over the MP3 and picture viewer functions. The LightTouch(TM)-enabled buttons on the GoPal(R) S2310 also have LED visual feedback.

"The MEDION(R) GoPal(R) S2310 GPS navigation device exemplifies how the application of Synaptics' core capacitive sensing technology can both improve the user experience and enhance the design of GPS devices," said Mariel van Tatenhove, Synaptics Senior Product Line Director. "By working with MEDION(R), we have demonstrated the growing adoption of Synaptics' capacitive sensing technology in new markets like GPS devices."

"The MEDION(R) GoPal(R) S2310 is unique to the GPS market because it is part of the sports and lifestyle series; this all-in-one GPS system is splash and shock resistant, making it a perfect companion for the sports and lifestyle segment with MP3 player, picture viewer and Bluetooth Capabilities," said Mark Jendzok, MEDION(R) Director of Product Marketing, Mobile Computing. "Synaptics' LightTouch(TM) technology allows us to create an easy-to-use and appealing durable design for our GoPal(R) S2310."

The MEDION(R) GoPal(R) S2310 will be available in Europe in April 2007.

For more information on Synaptics' LightTouch(TM) interface solutions, visit http://www.synaptics.com/products/light_touch.cfm

About Synaptics

Synaptics is a leading developer of 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, California. www.synaptics.com

NOTE: Synaptics, LightTouch, TouchPad and the Synaptics logo are trademarks of Synaptics in the United States and/or other countries.

All other marks are the property of their respective owners.

For further information, please contact:

Tara Yingst
Edelman
650-762-2942
Tara.Yingst@edelman.com

SOURCE Synaptics Incorporated

Tara Yingst of Edelman, +1-650-762-2942, or Tara.Yingst@edelman.com, for Synaptics Incorporated

<http://www.synaptics.com/>

Copyright (C) 2007 PR Newswire. All rights reserved

News Provided by COMTEX