



## **MAXIC EXPANDS PRODUCTION FOR THE NEXT GENERATION LED LIGHTING WITH WI HARPER INVESTMENT**

*Fabless IC Designer Grows Operations and Team to Deliver the Next  
Generation of LED Driver Chips*

BEIJING, CHINA Mar. 17, 2010 – [MaxIC Technology Corporation](#), innovators of energy efficient integrated circuits (ICs) widely used in LEDs for general lighting, LCD TV backlighting, and consumer electronics, today announced an expansion capital investment led by WI Harper Group. Currently shipping four product lines, MaxIC will use this investment to ramp up production and expand the company's cutting-edge R&D efforts.

With headquarters in Beijing and operation offices in Shenzhen and Hong Kong, MaxIC is known as an emerging Chinese leader in the design, development and marketing of advanced analog, mixed-signal, and power management ICs. The Company addresses several high growth segments of the Light Emitting Diodes (LED) industry including general illumination, industrial and automotive lighting, and LCD backlighting.

## **High Performance, High Efficiency, and Green Power**

“MaxIC is a capital efficient fabless IC technology firm led by a team with industry credentials from an enviable group of global IC leaders,” said Peter Liu, Chairman of WI Harper Group. “MaxIC’s strategic presence in China provides global customers with cost-effective operations and enables the firm to address a huge domestic and international market opportunities. The Company is ideally situated to become a global leader and key ecosystem partner in the LED value chain.”

“LED’s are replacing legacy technology rapidly because they are highly energy efficient, avoid the use of environmental toxins, and dramatically improve the performance of consumer electronics, lighting and communications,” said Dr. Jeff Cheng, President and CEO, MaxIC Technology Corporation. “We are excited to serve this dynamic industry with high performance, high efficiency driver ICs and proud to earn WI Harper’s support.”

### **ABOUT MAXIC TECHNOLOGY CORPORATION**

Founded in March 2008, Maxic Technology Corporation is a fabless integrated circuit (IC) design company with headquarters in Beijing and operations in Shenzhen and Hong Kong. Maxic is known for its innovative IC designs and for developing and marketing advanced analog, mixed-signal, power management ICs. Maxic has mastered the design of high-voltage, high-current analog ICs, and its chips are widely used in consumer electronics and lighting products around the world. <http://www.maxictech.com/en>

## **ABOUT WI HARPER GROUP**

Founded in 1993, WI Harper Group is a venture capital firm that invests in early and expansion stage companies with significant operations in China and aspirations to become global leaders. We are an active partner with a track record of over 100 investments in the technology, clean technology and health care sectors. The firm manages over \$500 million in capital from our offices in Beijing, Taipei and San Francisco. [www.wiharper.com](http://www.wiharper.com)

US Media Contact:

Heidi Groshelle

Tel: 415.307.1380

Email: [heidi@groshelle.com](mailto:heidi@groshelle.com)

San Francisco, CA, USA

China Media Contact:

Ms. Bu

Tel: 8610-65391366

Email: [cbu@wiharper.com.cn](mailto:cbu@wiharper.com.cn)

Beijing, China