



Synaptics and Pilotfish Receive Coveted 'red dot' Design Award for Onyx Handset Concept

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International Design Recognition for Innovative Use of Industrial Design and
User Interfaces for Mobile Phone

SANTA CLARA, Calif., and MUNICH, Germany, Oct. 12 /PRNewswire-FirstCall/ -- Synaptics Incorporated (Nasdaq: SYNA), a leading developer of interface solutions for mobile computing, communications and entertainment devices, and Pilotfish, a progressive industrial design and product development studio based in Munich and Taipei, today announced that the Onyx concept phone received one of the most sought-after design awards world-wide: the red dot. The red dot quality label is awarded annually for superior design quality and innovative design in the international "red dot design award" competition.

"We are proud and honored that the Onyx design concept was selected for a red dot award," says Brian Conner, leader of the Onyx design team at Pilotfish in Munich. "We see this as an important acknowledgement of the fruitful collaboration between Synaptics and Pilotfish and further proof of our belief that close cooperation between design development and technology development paves the way for groundbreaking product innovations and enhanced overall product experiences."

Onyx is a collaborative project between Synaptics and Pilotfish, introducing a next-generation handset concept that enables OEMs to visualize a fundamentally new form of user interface for mobile phones. Based on Synaptics' ClearPad(TM), an optically clear, capacitive touch screen solution, Onyx introduces a fully adaptive user interface that eliminates the need for mechanical buttons and allows for gesture-based input. Utilizing the Synaptics ClearPad technology and interaction design methods, Pilotfish created a cutting-edge user interface and industrial design model that inspires new ways of designing handheld devices.

"The red dot award for Onyx recognizes a new perspective on fusing design with technology in a manner that conforms to the needs of today's on-the-go lifestyles, instead of bending the customer to the constraints of high tech," said Dr. John Feland, human interface architect at Synaptics. "Synaptics' intuitive capacitive sensing technology is the foundation for the Onyx design and the creation of a unique and user-friendly interface for future mobile phones and other consumer electronics devices."

Red Dot Design Award

With more than 5,000 entries in the categories of product design, design concept and communication design, the red dot design award is the leading and largest design competition worldwide.

A total of 478 entries from 40 countries were submitted this year in the design concept category, 74 of which successfully passed the scrutiny of the international expert jury to be selected for an award. The awards ceremony takes place on 24 November 2006 at the red dot design museum in Singapore. Starting 25 November 2006, the award-winning designs will be exhibited in the museum's special exhibition "International Design Concepts 2006."

For more information on red dot, visit www.red-dot.de .

For more information on the Onyx Concept, visit <http://www.synaptics.com/onyx> and www.pilotfish.eu .

For more information on Synaptics and Pilotfish, visit www.synaptics.com and www.pilotfish.eu .

About Synaptics Incorporated

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 more than 50 percent 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

About Pilotfish

Pilotfish is a progressive industrial design and product development studio based in Munich and Taipei. Specialized in electronic products (consumer and professional electronics, medical & home care, sports & leisure), Pilotfish offers the complete range of industrial design services, from user research to concept development, 3D modeling, prototyping, and batch production. Next to award-winning design (iF, IDEA, red dot, GIO, Best of Comdex), the company also provides mechanical engineering, project management and on-site quality control for tooling and production in Asia. Since its foundation in 2000, Pilotfish has grown to a multinational team of over 20 designers, engineers, marketing and manufacturing experts catering to international brands worldwide. www.pilotfish.eu

NOTE: Synaptics, ClearPad 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.

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