

## THE CUSTOMER

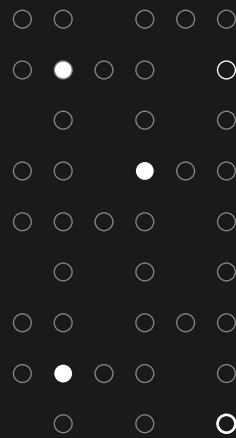
# MATTEL, INC. PARTNERS WITH MATRIX SEMICONDUCTOR, INC. ON NEW MEDIA PLAYER

Mattel, Inc. is the worldwide leader in the design, manufacturing, and marketing of toys and family products, including Barbie®, the most popular fashion doll ever created. Leading the toy and game market, the Mattel family is comprised of best-selling brands such as Hot Wheels®, Matchbox®, American Girl®, Tyco® R/C, Fisher-Price® brands, and a wide array of entertainment-inspired toy lines.

With worldwide headquarters in El Segundo, California, Mattel employs more than 25,000 people in 36 countries and sells products in more than 150 nations throughout the world. The Mattel vision is to be the world's premier toy brand.

"A key part of ensuring Mattel provides the best products at the most affordable price is keeping a close watch on innovative technologies like Matrix 3-D Memory."

PHIL JACKSON - VP Marketing, Mattel Brands ■



## CASE STUDY

PRODUCT:  
Juice Box™ Media Player



### OBJECTIVES

Mattel wanted to introduce an affordable media player - the Juice Box™ - aimed at the tween (8-12 year-olds) market and needed:

- 01 A low-cost, high density publishing solution that would integrate into a proprietary cartridge package and provide on-the-go audio/video entertainment
- 02 A small form factor that would support the compact design of the Juice Box and contribute to lower overall system cost

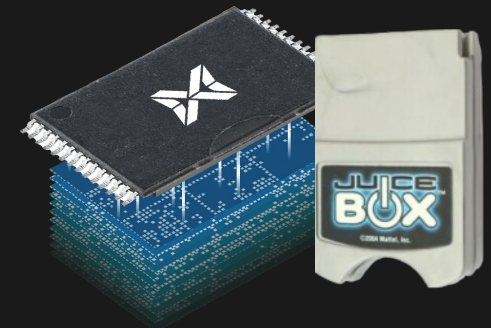
### SOLUTION

Mattel chose Matrix 3-D Memory (3DM) TSOPs to store pre-recorded content for the Juiceware™ cartridges. Matrix supplies a medium for high volume content publishing and offers Mattel key benefits:

LOW COST, HIGH DENSITY, DIGITAL STORAGE to enable rich color graphics, high-quality audio, and advanced multimedia content for its media player

A SMALL, SOLID-STATE FORM FACTOR to complement the lightweight and compact design of the Juice Box and lower system cost

FLEXIBLE PROGRAMMING and quick turn-around times of high volume orders to meet demanding cost and schedule requirements



Matrix 3-D Memory TSOP is inserted into proprietary Juiceware™ cartridges to store video applications

### RESULTS

Matrix 3DM-based Juiceware cartridges provide a simple "plug & play" usage model valued by Mattel's key "tween" demographic. With over eleven titles containing music and video content, kids are able to enjoy portable, multimedia entertainment at an affordable price. Mattel will soon launch additional content cartridges with its partners: BMG Music, Cartoon Network, 4Kids Entertainment, Vans Triple Crown Series, and the WWE.

Matrix's programming flexibility allowed Mattel to achieve quick turn-around times and fast time-to-market. Content titles were programmed in less than a week, allowing Mattel to capture greater market share and revenues.

After its launch, the JuiceBox received Popular Science's "Best of What's New" award in recognition of leveraging innovative technology to bring affordable multimedia entertainment to the mass market.

