

Title: ParkerVision 'Direct2Data' Introduced in Response to Market Demand

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Company Targets Technology to Become New Standard
Replacing RF Heterodyne Architecture

JACKSONVILLE, Fla., July 9 /PRNewswire/ -- ParkerVision, Inc. (Nasdaq: PRKR), announced today a package of market-driven applications and performance enhancements, known as ParkerVision Direct2Data(TM), as upgrades to its previously announced radio frequency (RF) receiver technology. Among the enhancements is a significant technical breakthrough, the single-step conversion of an incoming RF signal directly to baseband digital data that eliminates the need for decades-old heterodyne RF architecture. The Company believes these new enhancements can replace heterodyne architecture as the industry standard for wireless digital communications.

Jeffrey Parker, CEO of ParkerVision noted, "We have seen increasing interest among potential high volume customers since the Company's completion of laboratory testing in March." ParkerVision believes this is because the Company has targeted its technology to become the micro-electronic foundation from which all digital RF receivers will be built.

The ParkerVision Direct2Data (or D2D(TM)) standard eliminates all intermediate frequencies (IF) and the associated filters, amplifiers, oscillators, and demodulator required in the heterodyne architecture, thereby significantly reducing cost and complexity, while increasing performance. According to Mr. Parker, "The elegance of D2D architecture vastly simplifies the RF receiver design because it extracts the data directly from the carrier in a single step."

Mr. Parker continued, "We have demonstrated application specific solutions tailored to forward-looking companies for use in their existing and next generation products. It is these types of companies that have tested our technology over the past several months and we believe are finding D2D to be a truly new invention, not some incremental twist on existing technology."

ParkerVision is targeting specific RF receiver applications that must meet the exacting standards adopted for use in cellular and PCS phones, one- and two-way paging, data LANs, GPS, and other standards-based wireless communications products. These applications represent the vast majority of the industry's revenue potential.

The Company also announced the following other Direct2Data features:

-- Processes RF operational input frequencies up to three gigahertz(3 Ghz)

with consistent performance throughout the frequency range. Heterodyne

receivers require different parts and design modifications to process

significantly different RF input frequencies. D2D technology processes input frequencies across the operating range up to 3 GHz in a single step without design modifications. D2D accomplishes this with consistent performance specifications that meet state-of-the-art RF communications systems requirements.

-- Supports multi-band, receiver operations. Direct2Data RF chip technology can receive and process multiple RF signals allowing cellular and PCS phones, pagers, global positioning systems and wireless data network frequencies to be received by a common receiver.

-- Digital I/Q Data Output. Inherent in D2D architecture is direct demodulation of digital data and appropriate separation of the I and Q

channels. I/Q data channels are used in CDMA, TDMA, PCS, GSM, DECT,

GPS, W-LANs, and all other major wireless digital communication systems.

-- Small, single-die chip size. Direct2Data processing is accomplished on a non-hybrid, single die using either inexpensive mainstream CMOS processes, or Bi-Polar, or Gallium Arsenide semiconductors.

ParkerVision estimates its D2D technology used as a stand-alone integrated circuit will save between 75% and 90% of the cost and parts for building the RF-to-data section of today's heterodyne-based receivers. D2D architecture can also be easily integrated into other system Integrated circuits, such as DSPs (digital signal processors) or microprocessors.

-- D2D technology provides substantially lower power and local oscillator requirements. The Company notes D2D enhancements enjoy the same benefits previously announced which were low current draw and low frequency/low power clock input. Battery-powered portable products will enjoy longer battery life using D2D technology.

Mr. Parker concluded, "We believe our D2D receiver solution can become the industry standard and is vitally important to companies developing wireless communication products because it creates a universal RF platform which is independent of RF frequency and communication formats. We are not aware of any other available solution that can deliver these same benefits."

For further information on ParkerVision Direct2Data technology contact ParkerVision at 904-737-1367, extension 199. ParkerVision is engaged in the design and development of wireless technology and audio-visual products. ParkerVision has patents on video technologies and systems and has patents pending on wireless and video technologies.

This press release contains forward-looking information. Readers are cautioned not to place undue reliance on any such forward-looking statements, each of which speak only as of the date made. Such statements are subject to certain risks and uncertainties which are disclosed in the Company's SEC reports, including the form 10KSB for the year ended December 31, 1997, and the form 10QSB for the period ended March 31, 1998. These risks and uncertainties could cause actual results to differ materially from those presently anticipated or projected.

SOURCE ParkerVision, Inc.

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