



Top Chinese Multimedia Tech Company, 10moons, Picks Xceive® TV Tuner for Innovative PC-TV Designs

Xceive-based USB TV Tuner module to be showcased at Shenzhen Hi Tech Show

SANTA CLARA, CA - October 10, 2005 - Xceive® Corporation, developer of the world's first fully integrated multi-standard RF-to-baseband transceiver ICs, announced today that China's leading multimedia technology company, 10moons, has adopted Xceive's single-chip TV tuner for their new USB TV tuner modules. 10moons and Xceive will preview these new products at an invitation-only suite in the Wuzhou Guesthouse, near the Shenzhen Hi Tech Show, from October 12 - 17, 2005. Several 10moons products incorporating Xceive's silicon TV tuner, including one of the industry's smallest USB TV tuner modules (95x25x12 mm) will be showcased.

The 10moons UT800 and UT900 family of products are bus powered USB 2.0 TV Tuner modules incorporating Xceive's silicon TV tuner IC's (integrated circuit) for worldwide analog and digital TV standards. The high quality of Xceive's single chip silicon tuner enables computer users in the world's most populated country to watch TV from any computer without adding costly and complicated boards or external AC adapters.

"As China's leading provider of computer multimedia products for consumers and OEMs everywhere, 10moons looks to Xceive as its TV tuner supplier of choice because they allow us to expand our PC-TV product line across multiple applications and form factors throughout world," said Benson Hu, general manager of 10moons. "Xceive's product features and quality match our requirements for performance and innovation. By working together, we can bring exciting new TV features to multimedia computers and laptops everywhere.

Xceive's RF-to-baseband TV tuner chip architecture with QuickTune™, enables global players in consumer multimedia, such as 10moons, to quickly develop better quality, faster performing and smaller sized PC-TV and advanced TV products. Xceive's RF-to-baseband TV tuner IC supports all analog and digital broadcast TV standards allowing manufacturers to leverage one advanced TV design across the planet.

"The combination of Xceive's TV tuner technology and 10moons leading product designs will benefit TV-watching consumers who value high performance and affordable PC-TV products" said Alvin Wong, VP of marketing for Xceive. "With Xceive's Tuner, suppliers can now satisfy customers' needs for creative PC-TV solutions anywhere in the world."

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(10moons picks Xceive continued)

Xceive's one-design-fits-all-TV-standards fully integrated high performance TV tuner enables new form factors and applications not possible with conventional Can tuners. With a universal TV standards-approach, Xceive's highly-integrated no "CAN" RF-to-baseband TV tuner ICs reduce the need for manufacturers to maintain multiple inventories to service a global market.

About 10moons

10 Moons is China leading computer multimedia company, headquartered in ShenZhen, China. Its PC multimedia products include USB TV box, PCI and PCI-E TV capture cards, PVR, etc. In 2004, 10 Moons won many prizes in China domestic market, including "The No.1 Market Share Brand", "First Choice Brand", "Golden Bear - First Choice" for PCTV cards, "The Best Performance" for PCTV cards, etc.

Visit <http://www.10moons.com> or e-mail support@10moons.com for more information. +86 755-2675-5800 tel., +86 755-2675-5811 fax.

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