



## Xceive Selected in High Performance Television Reference Design for HD-Ready Televisions

Xceive silicon tuner featured in complete TV solution platform for high-growth HD terrestrial flat panel TV market

SANTA CLARA, Calif. - January 7, 2007 - Xceive Corporation, the market leader in hybrid silicon tuners with proven success in television, PCs and the digital home, announced today that its XC4100 tuner is a featured component in the Marvell® 88DE2710-WX TV reference design, developed to meet the demand for high performance HD-ready televisions.

Two primary factors determine how analog TV will look on an LCD screen - tuner quality and picture processing algorithms. The 88DE2710-WX design is the first TV platform to utilize Xceive's XC4100, an ultra-small, single-chip, analog silicon tuner. Delivering high-fidelity demodulation and increased levels of signal processing, this platform results in optimized reception and picture quality to meet increased performance demands on advanced flat-panel TV designs.

*"Consumer demand for analog-only flat panel display TV sets will be driven by the fact that analog broadcasting will remain the dominant technology over the coming decade for flat panel display sales in China, India, and other emerging countries around the world,"* said Vish Nayak, vice-president, digital TV and panel electronics market research for DisplaySearch, a leading market research firm. *"Cable and satellite is expected to remain the core advanced platform for future TV services and will make significant traction after 2010. However, for the foreseeable future, analog cable will see high growth rates on a percentage basis with consumers paying less than \$3-\$5.00 per month for basic cable services in these high growth countries."*

Marvell's award-winning video processing capabilities complement the XC4100, enhancing the appearance of analog video content on large screen, flat-panel TVs. Xceive's high-performance XC4100, with proprietary RF tuning combined with advanced DSP-based signal processing, delivers a high quality tuner solution in a very small 7mm x 7 mm enabling the design of compact and slim TV designs which would not be possible with bulky CAN tuners. In addition, the design delivers Xceive's QuickTune™ technology, providing ultra fast per channel signal detection that allows for a complete channel scan of more than 100 channels in less than ten seconds.

Design features include advanced picture-in-picture (PIP) capabilities. The 88DE2710-WX platform implements a dual-tuner design enabling the attractive full picture-in-picture feature using less board space than a single CAN tuner would require.

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*(Xceive Selected in High Performance Reference Design continued)*

*“In many high volume markets, consumers continue to receive television using traditional analog broadcast reception, either off-air or using cable,” said Neil Mitchell, vice-president of marketing at Xceive Corp. “There is a huge emerging market for flat panel TV’s that is only in the early stages of transitioning to this newer display technology. The combination of Marvell and Xceive technologies in a copy ready reference design brings quality conscious TV OEMs a high volume solution, in an economical form factor, to meet this market demand.”*

OEMs who are interested in this reference design can see a demonstration at Xceive’s Hilton suite and at the Marvell booth at the Consumer Electronics Show (CES) this week.

#### About Xceive Corporation

Venture-backed Xceive Corporation, headquartered in Santa Clara, Calif., enables fast, high-quality TV signal reception in any consumer electronics device worldwide. First to market with a one-design-fits-all-TV-standards analog and digital single chip design, Xceive’s QuickTune® RF-to-baseband single integrated circuit (IC) TV tuners provide superior performance, low power, and smaller form factor for the development of advanced TV and PC-TV applications. Xceive’s universal RF-to-baseband analog-and breakthrough RF-to-baseband analog and digital-TV tuner ICs reduce the need for OEMs to maintain multiple inventories in order to service a global market. Visit [www.xceive.com](http://www.xceive.com), e-mail [info@xceive.com](mailto:info@xceive.com), or call (408) 486-5610 for further information.

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