



Onida Selects Xceive Silicon Tuners for New Xaria Line of Flat Panel Televisions

India's popular consumer-electronics brand embeds XC4000 silicon tuner for optimal performance and value in new high-end LCD TVs

SANTA CLARA, Calif. - January 7, 2008 - Xceive Corporation, the market leader in hybrid silicon tuners with proven success in television, PCs and the digital home, today announced that Onida, a leading Indian consumer-electronics manufacturer, has selected Xceive's XC4000 silicon tuner as the receiver technology for its newest line of high-end 42" Xaria LCD televisions. The XC4000 is an ultra-small, single-chip, hybrid terrestrial silicon tuner bringing optimized performance for televisions and increased levels of signal robustness to TV OEMs and manufacturers worldwide.

"During the development phase, pre-production tests and demonstrations, the performance of the XC4000 has been impressive," said Deepak Dalal, vice-president of innovation at Mirc Electronics Ltd., Onida's parent company. *"Xceive's XC4000 is a multi-standard solution that provides value, performance and compact size within a single integrated tuner. Because of its powerful capabilities, we plan to also incorporate Xceive's XC4000 within the Onida line of mainstream TV models."*

The XC4000 will enable Onida to offer customers unique features such as QuickTune™ technology, which provides ultra-fast per-channel signal detection enabling a complete channel scan of more than 100 channels in less than eight seconds. The XC4000's extremely small size (7x7mm) allows Onida to include two tuners in a very small space providing picture-in-picture function without requiring large board space.

"The XC4000 offers leading television manufacturers such as Onida the high performance of premium CAN tuners with an ultra-small footprint, unique user level functionality and more tightly controlled operating performance over production volumes," said Neil Mitchell, vice-president of marketing at Xceive. *"By incorporating Xceive's market-leading tuner technology, Onida is well positioned to deliver compelling new LCD TV products to consumers in the burgeoning Indian electronics market and protect its customers from product variances that have caused CAN-based TV's problems in recent years."*

The XC4000 meets or exceeds the performance requirements for next generation terrestrial TVs by surpassing previous silicon tuner standards, while offering an optimal value and performance alternative to both the maturing flat panel television and the established volume TV markets. The XC4000 signal-to-noise-ratio (SNR) and phase noise match CAN tuner performance while providing a lower noise figure and higher AGC range, resulting in higher quality video image and a better end-user experience.

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(Onida Selects Xceive continued)

The new Xaria line of Onida LCD televisions utilizing the XC4000 silicon tuner chips are expected to be available at consumer electronics retail outlets throughout India in Q1 2008.

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 Quick-Tune® 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, e-mail info@xceive.com, or call (408) 486-5610 for more information.

About Onida

Onida was started by Mr. G.L.Mirchandani and Mr. Vijay Mansukhani in 1981 in Mumbai, India. In 1982, Onida started assembling television sets at their factory in Andheri, Mumbai. Superior products and the combination of a distinctive voice, a cutting-edge advertising strategy, and purposeful marketing ensured that Onida became a household name. Over the years, Onida has strengthened its reputation for the intelligent and pioneering application of technologies.

Onida today enjoys a strong equity among consumers making it one of the leading brands in India. Our constant endeavor to introduce products of substance that offer the very best in technology and the finest design has made Onida a leading player in the consumer electronics and appliances business today. Onida has recently made a foray in other household appliances including air-conditioners, washing machines, DVDs, Plasma & LCD televisions and home theatre systems. For offices, Onida has also introduced state-of-the-art multi-media presentation products. Onida has a network of 33 branch offices, 208 Customer Relation Centers and 41 depots spread across India. MIRC Electronics limited, the owner of the Onida brand is listed on the National and Mumbai Stock Exchanges.

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