



Shinco Selects Xceive to Power New Hybrid Portable Lines of TVs and TV/DVD players

XC5000 silicon tuner will enable seamless transition from analog to FCC-mandated digital networks for Shinco customers

SANTA CLARA, Calif. - Jan. 7, 2008 - Xceive Corporation, the market leader in silicon tuners for televisions, PCs and other digital home products, today announced that established consumer electronics company Shinco Corporation, has selected Xceive's XC5000 silicon tuner for its new lines of 5-inch and 7-inch analog/digital hybrid TVs and combination portable TV/DVD player units for the North America market.

The addition of the XC5000 will help Shinco enter the fast growing new segment of portable analog/digital TVs and combination portable TV/DVD players. Portable TVs require high performance receiver electronics because they must receive a signal from a small telescopic antenna. By embedding the XC5000's "smart tuner" architecture into Shinco's line of small and portable TV offerings offers advanced self-calibration capabilities and provides less variability in performance from unit to unit and over the entire VHF/UHF frequency band. The overall result is excellent reception quality for customers.

"As consumers make the transition to digital TVs in their home, they are also making a similar transition in being able to watch analog/digital TV (DTV) broadcasts on portable TVs such as Shinco's portable small form factor TV," said Vish Nayak, Vice President of DTV and Panel Electronics at DisplaySearch LLC. *"Since both the outdoor and indoor environments can be unpredictable for DTV broadcasts, there is a dire need for sensitive silicon TV tuners that can provide consistent reception regardless of the settings. Xceive's XC5000 addresses these environmental reception challenges as well as provides the necessary form factor, functionality, sensitivity for portable use, thereby enabling Shinco to receive legacy analog broadcasts and ATSC DTV broadcasts for portable DTV applications."*

The XC5000 is the world's most highly integrated silicon TV tuner integrated circuits (ICs) specifically designed for flat panel TVs. This next-generation tuner offers state-of-the-art performance where both analog and digital reception is required. The XC5000 is the only global hybrid TV tuner with an on-board DSP controller. This unique architecture delivers world-class tuner performance for all major analog and digital broadcast television standards.

"The XC5000 provides the best design technology available today to help consumer-electronics leaders such as Shinco reach design objectives by achieving compact size, long battery life and great picture quality," said Neil Mitchell, vice president of marketing at Xceive Corporation. *"The combination of the XC5000 and new line of Shinco TVs and combination portable TV/DVD players provides the consumer market with additional high-quality broadcast transmission across portable electronics."*

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(Shinco Selects Xceive continued)

About Shinco Electronics Corporation

Shinco was established in 1980. It has 12 manufacturing plants and more than 8,000 employees. Shinco has been a recognized brand among consumers worldwide. Shinco products include high-quality LCD TV, EVD, DVD players, home theaters, portable DVDs and GPS navigation systems and all of them have emerged with multi-series, multi-breed and multi-style. Today Shinco has a total of 63 sales divisions, over 300 service centres across China, Hong Kong, Singapore, Europe, Australia and USA.

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, e-mail info@xceive.com, call (408) 486-5610 more information.

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