



## Xceive Speeds Silicon Tuner Adoption Among TV Manufacturers

Xceive's New SiliconNOW Module Bridges Silicon Tuner Transition; Delivers Plug-and-Play Compatibility with Legacy CAN Tuners

SANTA CLARA, Calif. - January 7, 2007 - Xceive Corporation, the market leader in multi-standard RF-to-baseband silicon transceivers for the digital home market, today announced its new SiliconNOW module tuner, the SN5000. Delivering the highest quality images, while exceeding worldwide analog and digital TV requirements for terrestrial and cable reception, the SN5000 is positioned to help TV manufacturers bridge the gap between yesterday's CAN tuner architecture and tomorrow's silicon-based TV tuner architecture. Featuring plug-and-play physical compatibility with specific CAN tuners, the SN5000 offers all the benefits of the XC5000 silicon tuner to TV manufacturers who remain utilizing CAN module architecture.

The SN5000 features Xceive's XC5000 industry-leading silicon tuner and brings silicon sensitivity, features and functionality optimized for flat panel television screens. With the XC5000 inside, the SN5000 offers consistent, tight operating variances over millions of units to help minimize cause for recalls. Featuring integrated programmable DSP to optimize hardware and achieve world-class tuner performance, the SN5000 is configured to meet all television standard requirements, regardless of the geographic location and exceeds the requirements of ATSC, OpenCable, DVBT/C/H, DMB-TH and ISDB-T standards. A two-in-one can replacement supporting onboard demodulation of NTSC, PAL and SECAM TV standards, the SN5000 measures only 50mm x 27mm while maintaining a physical footprint to provide instant compatibility with existing CAN architecture TV design. Overall, the SN5000 exceeds the parameters of a typical CAN tuner, resulting in higher quality video images and, ultimately, a better user experience.

*"Xceive's SN5000 facilitates the road to ultimate superior functionality of next generation silicon TV tuners by offering the advantages of the XC5000 in a form factor that television designers are both familiar and comfortable with,"* said Neil Mitchell, VP of Marketing at Xceive. *"Due to its superior feature set, functionality, reliability and ease of use, the SN5000 is primed as a stepping stone for TV manufacturers caught between design cycles. By exceeding all future requirements for NTSC/PAL and ATSC/DVB, in a physical footprint identical to specific tuner cans, the SN5000 is well positioned to accommodate TV manufacturers targeting growth in different markets."*

With its high level of integration and quick response time, the SN5000 delivers functionalities and features that are virtually unheard of in conventional CAN tuners. Featuring Xceive's QuickTune™ technology, the SN5000 offers ultra fast per channel signal detection and provides a complete channel scan of more than 100 channels in less than five seconds. Another available feature includes ChannelVista™, Xceive's advanced picture-in-picture (PIP) television technology allowing the viewer to watch up to 12 video channels simultaneously with a single tuner.

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USA Headquarters  
3900 Freedom Circle  
Suite 200  
Santa Clara, CA 95054

Tel: 408-486-5610  
Fax: 408-486-5615



*(Xceive Speeds Silicon Tuner Adoption continued)*

Additional information, including a product brief, visuals and a block diagram for Xceive's SiliconNOW module tuner can be found at <http://www.xceive.com/ces>. Samples of the SN5000 are now available. The SN5000 is priced competitively with the equivalent CAN tuner.

#### 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), call (408) 486-5610 for more information.

Media Contact for Xceive:  
Christina Lau  
(303) 752-3552 ext. 226  
[Christina@VisiTechPR.com](mailto:Christina@VisiTechPR.com)

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USA Headquarters  
3900 Freedom Circle  
Suite 200  
Santa Clara, CA 95054

Tel: 408-486-5610  
Fax: 408-486-5615