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Xceive eyes for the demise of the CAN tuner

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"The end of CAN tuner has begun." So says Xceive Corp., a producer of RF-to-baseband transceivers for the TV, PC and STB markets. And the SN500 SiliconNOW tuner module will further drive the demise of the CAN tuner.

"SiliconNOW is basically a CAN tuner replacement module," explains Neil Mitchell, vice president of marketing. "It is form-factor compatible with CAN tuner and provides all the advantages of the silicon tuner. It is a form-factor TV companies are compatible with, reducing their risks."

The SN5000 is positioned to help TV manufactures bridge the gap between yesterday's CAN tuner architecture and tomorrow's silicon-based TV tuner architecture, claims Xceive. The SN5000 features Xceive's XC5000 silicon tuner and brings silicon sensitivity, features and functionality optimized for flat-panel TV screens. Featuring integrated programmable DSP to optimize hardware and achieve world-class tuner performance, the SN5000 is configured to meet all TV standard requirements, regardless of the geographic location and exceeds the requirements of ATSC, OpenCable, DVBT/C/H, DMB-TH and ISDB-T standards, says Xceive. A two-in-one CAN replacement supporting onboard demodulation of NTSC, PAL and SECAM TV standards, the SN5000 measures only 50mm x 27mm.

Before entering the module business with the SN5000, Xceive has been promoting the XC5000 and XC4000 silicon tuners, which have been accepted into mainstream TV designs. The first batch of TV sets with Xceive silicon tuners will go into mass production this quarter. TV copy ready and reference designs are also available. Xceive has worked with companies such as Trident, Mstar and Genesis to develop the reference designs. "One of the challenges for an RF tuner manufacturer is providing reference designs."

New collaborations

At this week's International Consumer Electronics Show (CES) in Las Vegas, Xceive also made other announcements. One of them is a new TV reference design, which the company developed together with Marvel. The XC4100 tuner of Xceive is a featured component in the Marvell 88DE2710-WX TV reference design, developed to meet the demand for high-performance [HDTV](#) sets.

Xceive also announced that Indian consumer electronics manufacturer Onida has selected the XC4000 silicon tuner as the receiver technology for its newest line of high-end 42-inch Xaria LCD TV. In addition, Shinco Electronics Corp. has tapped Xceive 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.

Xceive also revealed that together with [fabless](#) company Legend Silicon Corp. they came up with the industry's first hybrid front-end silicon tuner based platforms customized for [China's](#) DTTB market.

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