

Freescale Demonstrates World's First Ultra-Wideband-enabled Cell Phone at Consumer Electronics Show

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This week at the Consumer Electronics Show (CES), Freescale is demonstrating a host of wireless consumer products and prototypes using Ultra-Wideband (UWB), including a UWB-enabled cell phone. Using UWB, the cell phone connects wirelessly to a laptop and downloads MP3 files from the internet or photos taken with the phone.

"Only Freescale's Ultra-Wideband solutions are commercially available and FCC approved, paving the way for innovative products like those being shown this year in the Freescale booth and in our partner booths across the show floor," said Franz Fink, senior vice president and general manager of Freescale's wireless business. "With consumer applications anticipated to be available later this year, Freescale's UWB solutions bring new functionality and opportunity to video, laptop and mobile products needing a high speed, low-cost wireless solution."

At CES, Freescale is showing UWB applications across mobile products, home theater products and enterprise/office solutions featuring its UWB wireless chipset. For the first time, show-goers can expect to experience UWB on cell phones, high definition televisions (HDTVs), media blasters and laptops, each demonstrating the wide range of applications benefiting from UWB. UWB is a wireless technology capable of full video transmission without cables. Freescale's commercial UWB chipset, the XS110, transmits multiple video streams and HDTV broadcasts, as well as photo, video and data transfers.

Watch NFL Playoffs on Freescale UWB-Enabled HDTVs in the Sports Lounge

Consumers also can experience UWB while watching football in the Freescale-sponsored HDTV Sports Lounge, located on the second level of the South Hall. For the first time ever, the HDTV Sports Lounge will use wireless video transmission courtesy of Freescale's UWB solutions. CES attendees can watch large screen HDTVs using Freescale's UWB technology to wirelessly receive the broadcasted television programs from a cable source across the room. The National Football League (NFL) Wild Card playoffs and ESPN™ will be shown throughout the week. The lounge showcases the benefits of wireless video transmission for home theaters, which are often optimized for sports viewing. With UWB, the large screen displays don't require a tether to the video source via wires and cables.

Freescale UWB on display

Throughout the show, Freescale's UWB solution can be seen in a variety of consumer electronics product demonstrations including the following:

- Global Sun - showcasing UWB modules designed to allow customers to quickly and easily implement a UWB solution using the popular mini-PCI interface
- Haier - showcasing UWB-enabled HDTVs
- Samsung and Intellon - showcasing hybrid wireless home network
- USI - showcasing turnkey 1394 module solutions for original equipment manufacturers (OEMs) eager to incorporate UWB immediately into their products

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