

Philips introduces complete reference design for integrated HD digital television

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The Nexperia TV810 solution offers fast time-to-market and state-of-the-art picture quality, supported by enhanced connectivity options

Royal Philips Electronics today announced a new benchmark for [LCD TV](#) picture quality with its Nexperia TV810 reference design for NTSC + ATSC hybrid reception. The reference design features advanced picture improvement algorithms and supports dynamic backlight technology, which dramatically enhances picture contrast for extraordinary viewing. It incorporates flash memory to support wired and wireless network connections, streaming media, and digital photo display for an enhanced consumer entertainment experience.

Demand for integrated digital TV continues to grow, with iSuppli forecasting worldwide shipments to increase from 8 million units in 2004 to more than 61 million in 2008. In the United States, the Federal Communications Commission requires that all new televisions include digital tuners by 2007. At the same time, consumers are demanding digital TV functionalities at living room prices. They want to enjoy the vast amounts of content available on devices including computer hard drives, digital cameras and personal entertainment devices. Philips' Nexperia enables consumers to import and display or playback MP3, JPEG and other media files from their personal media players or PC through connectivity options such as USB 2.0 or 802.11.

"The TV plays a key role in the home of the Connected Consumer. Recognizing this, Philips has built upon its semiconductor expertise in

TV to bring more advanced functionality to the TV at living room prices," said Julian Humphreys, vice president of marketing, TV Systems at Philips Semiconductors. "Philips' Nexperia TV810 reference design offers our customers a fully integrated digital TV system that is aligned with the feature, function and cost requirements of the TV market today."

The highly integrated Nexperia TV810 incorporates a control processor, two programmable media processors, high-definition video decoders, a scaler, a renderer and numerous other on-chip functions required for building integrated digital TVs with state-of-the-art picture quality. It supports analog (NTSC) and digital (ATSC) TV broadcast standards (standard-definition and high-definition), picture improvement features such as deinterlacing, and advanced features such as multiformat audio/video decoding and rendering.

Philips' semiconductor and software showcase at CES, intended for television manufacturers, application developers, content producers and service providers, is located in the Las Vegas Convention Center, North Hall, #N243.

Availability

Samples of the Nexperia TV810 system solution for the ATSC/NTSC market will be available in Q1 2005 as a total system. The first digital TV sets based on the TV810 will be in volume production by Q3 2005.

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