

# **Philips Showcases Semiconductor Solutions for the Connected Consumer at the 2005 Consumer Electronics Show**

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Royal Philips Electronics today announced it will be showcasing its latest semiconductors, software and reference designs at the 2005 Consumer Electronics Show (CES), January 6-9, 2005 in Las Vegas.

Philips will be demonstrating complete, ready-to-manufacture reference designs for a wide range of consumer electronics applications, including next-generation liquid crystal display (LCD) television, multi-room high-definition personal video recorders (HD PVRs), personal media players, Internet Protocol (IP) set-top boxes, wireless audio servers, and digital car radios. Philips' semiconductor products, including its Nexperia systems-on-a-chip (SoCs), are designed to power advanced, easy-to-use consumer devices and enable fast time-to-market.

## **Next-generation LCD television**

Philips is setting a new benchmark for LCD TV picture quality with its Nexperia ATSC TV810 reference design. The reference design features advanced picture improvement algorithms and dynamic backlight, which dramatically enhances picture contrast for extraordinary viewing. It also supports wired and wireless network connections, flash memory, streaming media and digital photo display for an enhanced consumer entertainment experience.

## **Multi-room HD PVR**

To meet the demand for PVR functionality that supports HD video and offers seamless distribution of digital content around the home, Philips and its partners are featuring Nexperia SoCs and Linux software, which support multi-room HD PVR applications. Consumers will be able to store and distribute not only HD PVR content, but also videos, music and photographs to multiple HD and standard definition television displays in various rooms in the home.

## **Personal media players**

The boom in PVR and other digital content has led to consumer demand for portable devices that allow users to play video and display digital photographs on the go. Philips' Nexperia Personal Media Player is a complete reference design, offering high-quality personal video recording from analog and digital sources as well as the unique ability to output HD video. The Nexperia Personal Media Player, based on the PNX1500 media processor, can also connect wired or wirelessly to the Internet, PCs and digital cameras.

## **IP set-top boxes**

The IP set-top box is a fast-growing product category because it allows consumers to download digital content, such as feature-length movies, from the Internet and view it directly on a TV set. Supporting IP set-top box devices, Philips is demonstrating a range of Nexperia-based reference designs and Linux-based software for the seamless transmission of Internet entertainment content direct to consumers' living rooms.

## **Wireless audio servers**

With the growth of digital audio content, consumers are turning to high-

tech devices to store and organize their personal music files and access them throughout the home. Philips is offering reference designs for wireless audio servers and clients to address this market. The audio servers support popular digital audio formats, recording from CD or HDD media, and wireless streaming to client devices around the home, leading to a wide range of audio applications. The client devices allow up to five users to select and listen to personal play lists stored on the server simultaneously.

## **Nexperia partner program**

The Philips Nexperia Partner Pavilion will showcase software applications and reference designs from eight of its leading Nexperia partners. These partners provide systems integration services, a wide range of application software, and reference designs based on Philips Nexperia products. The Nexperia partners, which include a roster of more than 30 companies, help CE manufacturers bring innovative products to market quickly with minimal risk.

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