

# **New Philips Nexperia Processor Introduces High-End Multimedia to Mobile Phones**

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Royal Philips Electronics today announced the release of an advanced Nexperia™ Mobile Multimedia Processor PNX4008, targeted at the rapidly growing market for smartphones. The Nexperia processor provides sophisticated video, graphics, imaging, audio and security functions for feature-rich mobile handsets, enabling a wide range of applications for the Connected Consumer. Sony Ericsson, who already deployed previous Nexperia generations in its very successful P800/P900/P910 smartphone family using Symbian OS and UIQ user interface, has selected the PNX4008 for future of Symbian OS phones products.

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## **Nexperia**

Nexperia™ is the Philips brand for a unique group of products that streamline development of next-generation, connected multimedia appliances. From highly integrated, programmable system-on-chip (SoC) and companion ICs to reference designs, system software, and development tools, flexible Nexperia solutions help manufacturers meet market demands for innovative, appealing products in targeted consumer and communications markets.

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The PNX4008 is based on an ARM9® processor accelerated by dedicated, tightly integrated engines providing high-end multimedia functions for excellent power consumption and overall system performance. The video and imaging system from Philips delivers full frame rate video for record/playback and video telephony, an enhanced music/audio system from CEVA, extreme gaming using an advanced

PowerVR 3D graphics engine from ARM and Imagination Technologies, and a complex security subsystem from Discretix.

"By introducing the Nexperia Mobile Multimedia Processor to the market, we enable leading-edge multimedia features for smartphones," said Gert-Jan Kaat, senior vice president and general manager business unit Mobile Communications, Philips Semiconductors. "By deploying the PNX4008, a handset can become truly convergent, acting as a PDA, digital camera, camcorder, gaming console and MP3-player, with minimal power consumption."

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