

Philips unveils its first Nexperia Cellular System Solution for 3G handsets

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Royal Philips Electronics today launched its first dual mode UMTS/EDGE Nexperia™ Cellular System Solution 7130, which it will be demonstrating at the 3GSM World Congress in Cannes, France. Enriching the Connected Consumers' experience of high-speed wireless multimedia applications like real-time audio, video streaming and live gaming, the Nexperia Cellular System Solution ensures seamless transition between 2.75G/EDGE and 3G/UMTS cell phone networks for optimum quality of service. It also integrates all the critical components required to simplify multimedia-rich UMTS and GPRS/EDGE handsets so that they can be manufactured cost-effectively to meet the escalating demand for 3G services.

According to the UMTS Forum, the number of global 3G/UMTS subscribers has risen from 10 million customers in September 2004 to 16 million at the beginning of 2005. Industry analyst research firm InStat also reported that EDGE-enabled phones are expected to account for nearly a quarter of GSM handsets produced worldwide by the end of 2005, and close to 50 percent by 2007.

"Philips has a proven track record in the 3G space, having shipped more than 5 million 3G RF sockets in 2004 alone," said Mario Rivas, executive vice president, Communications Businesses, Philips Semiconductors. "We are leveraging this expertise to further drive innovation in the mobile handset space for consumers and handset manufacturers. Our goal is to enable consumers to enjoy the same multimedia experience on their PCs and cell phones, while offering

system solutions that simplify the design-in process for handset manufacturers."

The Nexperia Cellular System Solution 7130 provides data transmission speeds of up to 384 kbps in 3G coverage areas. Based on its GPRS and EDGE capabilities, the Nexperia 7130 solution enables operators to offer a seamless user experience across their networks, keeping an optimal real-time multimedia service level irrespective of 3G deployments. In addition, Philips' expertise in low-power design ensures that the Nexperia 7130 solution maximizes the battery life of these advanced mobile phones.

Built on the proven Nexperia Cellular System Solution 6100 (2.5G), the Nexperia 7130 solution enables existing customers to easily migrate from 2.5G to 3G with minimal incremental investment. This Nexperia System solution is ideal for handset manufacturers wishing to target the 3G UMTS market, as well as China's 3G TD-SCDMA market. Philips has been working closely with T3G to develop a TD-SCDMA system solution based on the Nexperia System Solution 6100 and a dedicated TD-SCDMA modem. Both these UMTS and TD-SCDMA solutions will be showcased at the 3GSM World Congress, Hall 1 A17.

Features of the Nexperia Cellular System Solution 7130

Philips' dual mode UMTS/EDGE Nexperia Solution is well advanced in Interoperability Test (IOT) validation, ensuring the solution is compatible with all network infrastructures. The system includes a 3G Optimized Philips UMTS Solution baseband (PCF0501), EDGE baseband (PCF5213), power management unit (PCF50611), RF SiP for EDGE and UMTS (UAA3587 and UAA3582), power amplifier (BGY284E) and software.

The Nexperia Cellular System Solution 7130 also allows for hardware extensions that include the Nexperia Mobile Image Processor

(PNX4000) and TV-on-Mobile, as well as connectivity standards such as Bluetooth, WLAN and NFC. The solution comes with a developer's kit, a self-guided training pack and a complete set of documentation. Worldwide local support is available to help customers get to market quickly with the right product.

Philips pioneered the system solution approach in 1999. Today, more than 150 million Nexperia-based systems have been brought to market.

Availability

Chipset samples are available now with mass production planned for end of 2005.

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