

# Single-chip solution that will reduce costs and simplify development of midrange LCD TVs

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Leveraging its expertise in the global TV market, Royal Philips Electronics today announced a single-chip solution for midrange LCD TVs. Designed to make it easy for manufacturers to build cost-effective, competitive LCD TVs, Philips' TDA15600 includes advanced picture improvement capabilities as well as all of the basic features expected in a midrange LCD TV. It is the perfect complement to Philips' portfolio, which includes the single-chip TDA15500 for low-end LCD TVs and the PNX5000 for advanced picture improvement for high-end LCD TVs. The TDA15600 will further help manufacturers bring LCD TV to the Connected Consumer - meeting their individual preferences for feature set and cost.

The LCD TV market is growing rapidly, with iSuppli projecting the market to grow from 8.6 million units shipped in 2004 to 36.7 million units shipped in 2008. Philips has designed the TDA15600 to help its customers succeed in this highly competitive global market. With its high level of integration, the single-chip solution offers the lowest bill of materials for midrange LCD TVs. The ready-to-manufacture reference design enabled by the single-chip solution will also help manufacturers reduce costs by speeding development time and lowering manufacturing costs. At the same time, the solution offers advanced picture improvements to help manufacturers achieve the optimal price/performance ratio for the market.

"Philips is committed to developing advanced semiconductor solutions to help bring LCD TV to the Connected Consumer," said Jos Klippert,

marketing director for LCD TV solutions at Philips Semiconductors. "Our investment in this area has led to the development of single-chip solutions which provide the ideal building blocks for manufacturing LCD TVs with enhanced picture quality, meeting the industry's drive for lower cost."

Philips' TDA15600 supports the midrange LCD TV market and screen sizes of up to 30 inches with a number of features for optimal picture quality. This includes advanced picture improvement de-interlacing with edge-dependent de-interlacing (EDDI), detail adaptive noise reduction and the option of integrated 3-D comb functionality. Other features of the TDA15600 include video decoding, sound processing, control, teletext and a scaler.

## **Availability**

Samples of Philips' TDA15600 will be available in Q2 2005, with volume production to begin in Q1 2006. Philips will also introduce a production-ready design based on the TDA15600 to further simplify development of midrange LCD TVs. This will be available in Q3 2005.

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