

# Philips, ASUS team to deliver first motherboard with TV reception

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Royal Philips Electronics today announced ASUS is using its advanced solution for analog TV to deliver its first motherboard with TV reception. The two-chip solution from Philips includes a silicon tuner and audio/video decoder in a compact form factor to make it easy for motherboard manufacturers to add analog TV reception to their designs. In turn, it will enable the Connected Consumer to enjoy TV on their PCs without the necessity of purchasing an add-on TV card.

According to analyst firm In-Stat, the analog PC-TV market will grow from about US\$504 million during 2004 to nearly US\$1 billion in 2008. To meet this demand and further increase consumer adoption rates, manufacturers must offer simpler, more cost-effective alternatives to analog TV cards. Philips' highly integrated solution for analog TV, the TDA8275 silicon tuner and SAA7131 audio/video decoder, enables manufacturers to meet this challenge by making it possible to integrate TV reception directly onto a motherboard. ASUS has achieved this with the design of an advanced motherboard which will allow consumers to watch and record live TV.

"Philips' advanced solutions for analog TV have helped us to compete effectively in the PC TV card market," said Joe Hsieh, vice president of motherboard business department at ASUSTek. "Now Philips has made it possible for us to incorporate this technology directly onto our motherboard designs. This gives us a unique differentiator to maintain our leadership in the motherboard market."

Philips' two-chip solution includes all the necessary functions to enable analog TV reception on a PC and is less than half the size of traditional CAN tuner solutions used in TV cards. It supports all global TV standards including NTSC, PAL and SECAM, and with the addition of the TDA10046 channel decoder, it can also support DVB-T digital TV reception. In addition to enabling TV reception on a motherboard, the integration of the chip enables simpler and smaller board design to reduce manufacturing costs and time-to-market for manufacturers of TV cards.

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