

# Philips delivers enhanced sound quality and advanced audio power for flat televisions

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Royal Philips Electronics today announced its latest Class-D amplifier for flat televisions. Philips' TDA8931T is designed to enable manufacturers to develop flat TVs with very high audio power and sound quality. In addition, it complements Philips' single-chip LCD TV solutions, the TDA15500 and the TDA15600. This combination allows customers to implement a high-power, digital and cost-effective amplifier solution into LCD TVs for today's Connected Consumers.

According to market research firm IMS Research, the class-D market is estimated to grow from \$139.4 million in 2004 to \$337.2 million by 2008. The fastest growing application area is forecast to be flat panel TV and monitors, with a compound annual growth rate (CAGR) of 34.2%.

“The TDA8931T was developed with a clear focus on the flat TV market and delivers the advanced audio power and sound quality desired by Connected Consumers,” said Jan-Paul Huyser, international product marketing, audio amplifiers at Philips Semiconductors. “The TDA8931T represents a complete, yet simple application and product design that assists manufacturers in developing advanced solutions for flat TVs, audio speakers and micro audio devices, among other devices.”

Philips' TDA8931T features efficient Class-D operation, driving up to 20 watts of continuous output power per channel with no external heatsink – a key parameter for flat TVs – simplifying design and reducing component count, total system cost and space requirements for flat TVs. The TDA8931T also boasts lower electromagnetic interference

(EMI) than other solutions on the market and eliminates the audible pop when switching the system on and off.

The complete solution offered by the TDA8931T, as well as its space- and heat-saving advantages, resolves design challenges in next-generation Connected Consumer devices such as thin, flat TVs and home theater systems, delivering high-performance functionality with far greater consumer appeal.

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