

PRESS RELEASE

Processor Integration Holds Key to Cell Phone 3D Gaming, WLAN, and Video

MOUNTAIN VIEW, CA—April 25, 2006—According to “A Guide to Wireless Handset Processors,” a new report from The Linley Group, the next-generation of feature phones and smartphones will deliver advanced functionality using highly integrated, complex chips that include application processors and baseband functions, often on the same device, as well as multimedia engines and other handset interfaces. These advanced processors will enable newer phones to play 3D games, deliver high-quality video, and execute popular business applications—without compromising handset cost or battery life.

“The growth in this market is being driven by demand for applications requiring video decoding and 3D, support for higher-resolution displays, and camera sensors. A year ago, handset processors weren’t offering integrated analog baseband or multimedia acceleration to support these functions,” said Linley Gwennap, Principal Analyst, The Linley Group. “Today, those functions are standard in the processors currently sampling that will appear in handsets shipping in 2007. We also expect to see emphasis on integration of Bluetooth and other connectivity functions that remain rare in current processors.”

“A Guide to Wireless Handset Processors” covers application processors and baseband processors for feature phones, multimedia phones, smartphones, and 3G phones. Some of these processors are also used in PDAs, media players, and other handheld applications. The report details the size of the handset-processor market and breaks down the market and technology trends that will play out over the next few years. For each vendor, it examines their market position, market strategy, and roadmap before diving into the key features, performance, and design details of each product. It also looks at software development before providing recommendations regarding the best products for each type of application.

The report provides in-depth coverage of Texas Instrument’s OMAP2 and new OMAP3 processors; Qualcomm’s multimedia chips in the MSM6000 and MSM7000 families; Philip’s Nexperia platforms, focusing on the PNX5220 3G baseband and PNX4008 applications processor; Intel’s PXA application and baseband processors, including the new Hermon chip; Freescale’s 2.75G and 3G baseband processors and i.MX application processors; and Broadcom’s new Cellairity platform. It also covers multimedia-enabled baseband processors from Agere and Infineon as well as application processors such as AMD’s Au1200, STMicroelectronics’ Nomadik, and the SH-mobile from Renesas.

With handset technology evolving so rapidly, it can be difficult to keep up with the terminology. The report sorts out the different air interfaces and their data rates, explains



how video and 3D performance is measured, discusses the various codecs for voice, audio, and video, and describes the interfaces used to tie together all of the platform components. It also delivers meaningful comparisons and conclusions on the products and vendors covered, provides a forward-looking view of the market and long-term market directions.

Availability

The report is available now directly from The Linley Group. For further details, visit http://www.linleygroup.com/Reports/whp_guide.html or contact Candace Doyle at +1.408.370.7631 or candaced@linleygroup.com.

About The Linley Group

The Linley Group is the leading provider of technology analysis on networking, communications, and consumer-electronics semiconductors. The company covers emerging areas such as wireless handset processors, access processors, network processors, communications processors, Gigabit Ethernet, switch fabrics, high-speed interconnects, security and content processors, high-speed embedded processors, and more. The Linley Group provides in-depth technology reports and focused seminars as well as strategic consulting services tailored to the individual client. To get free access to The Linley Group's analysis of recent news and events in this market segment, subscribe to our e-mail newsletters. More information about The Linley Group is available at <http://www.linleygroup.com>.

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