

## **Mobile World Congress – February 11, 2008**

### **NVIDIA APX 2500 Development Platform Partners**

#### **Partner Quotes (in alphabetical order)**

##### **ARM**

"ARM and NVIDIA have developed a long-standing relationship around our high performance MPCore™ technology having licensed the ARM11™ MPCore processor in 2005 and more recently the Cortex™-A9 MPCore processor, and it is good to see that this has come to fruition in the launch of the APX 2500," said Eric Schorn, VP Marketing, processor division, ARM. "The ARM11 MPCore processor enables NVIDIA to provide the performance and bandwidth required to deliver an outstanding user experience, with the low power consumption demanded by handheld devices."

##### **Atheros**

"We are pleased to be the exclusive provider of mobile Wi-Fi technology for NVIDIA's extraordinary new APX 2500 platform. Atheros ROCm mobile solutions provide infrastructure-class Wi-Fi performance to enable faster, higher quality downloads of audio and video content supported by NVIDIA's breakthrough platform, said Sam Endy, vice president and general manager of the mobile wireless business unit for Atheros. "Our ROCm solutions feature the industry's lowest power consumption, along with the highest throughput for mobile WLAN, to extend battery life and significantly increase the amount of downloads and talk time between charges in a new class of mobile devices made possible by the APX 2500."

##### **Infineon**

"We are pleased that NVIDIA has chosen to use our HSDPA modem technology XMM6080 for their smartphone platform," said Dominik Bilo, Senior Vice President and head of Sales and Group Marketing of the Communication Solutions business group with Infineon. "The high integration level and very low component count leads to an outstandingly small footprint and lowest power. Both characteristics fit precisely into this target segment and fittingly complement the APX 2500."

##### **Murata Electronics**

"We are very excited about enabling wireless connectivity with our modules on NVIDIA's next generation processor platform," said Mehul Udani, Director of Business Development for Wireless Modules for Murata Electronics North America. "Murata's advanced wireless module technology enables very small form factor and low power solutions. These modules are designed and optimized to rapidly create complex wireless technology in mobile handhelds. Partnering our most advanced technology with NVIDIA's leading processor platform will result in world-class mobile platforms."

## **NXP**

"NXP is excited to be working with NVIDIA to provide the power management technology for the development platform of the APX 2500," said Alex Kengen, Marketing Manager for Portable Power Solutions at NXP Semiconductors. "NXP's ultra-small, programmable single-chip power management unit, PCF50626, will offer NVIDIA highly-efficient power consumption from highly integrated power supply generation to battery management across challenging and complex use cases."

## **Planet9**

"Planet 9 Studios is the leading provider of 3D city data and software products for navigation, tracking, and visualization applications and devices, and as such we work with high quality, high resolution city models as we seek to make personal navigation a more immersive experience," said David Colleen, CEO at Planet 9 Studios. "We're very excited about the technology that NVIDIA is bringing to the mobile space as it's delivering the kind of smooth visuals that we have only seen before on powerful desktop computers. Personal navigation devices equipped with this technology will deliver an outstanding visual experience - just keep your eyes on the road!"

## **Siano**

"Siano is proud to be part of NVIDIA's leading platform for multimedia and communication-rich devices", said Ronen Jashek, VP marketing for Siano Mobile Silicon. "The SMS1010 is the only true, ubiquitous solution that enables live mobile digital TV on-the-go, providing DVB-H, DVB-T, T-DMB and DAB, thus becoming a perfect companion solution to the APX 2500. We are excited to have been chosen by NVIDIA for this leading mobile platform."

## **Synaptics**

"We are proud that our ClearPad touch interface solution has been selected for NVIDIA's revolutionary development platform," said Francis Lee, president and CEO of Synaptics. "This interactive touchscreen leverages our core technology shipped in over 400 million devices worldwide and enables intuitive control over the expanding amount of multimedia content that is available on today's mobile devices."

## **TAT**

"NVIDIA and TAT are working together to showcase the possibilities for graphically advanced user interfaces," said Charlotta Falvin, CEO of TAT. "Using NVIDIA's APX 2500 applications processor with industry leading OpenGL ES 2.0 and OpenKODE technology, TAT has enhanced their TAT Kastor™ engine and TAT Cascades™ product to utilize advanced hardware features and performance. TAT has been working with NVIDIA for many years to deliver customer solutions for mobile devices."

## **Wolfson Microelectronics**

"Wolfson is excited to be working with NVIDIA to provide the audio solution for the development platform of the APX 2500 as part of its AudioPlus™ strategy" said Nat Edington, VP of Marketing for Wolfson Microelectronics. "Wolfson's low power, high performance dual-interface CODEC, the WM8753, will enable NVIDIA to offer longer battery life, enhance the end user experience with Hi-Fi quality audio, and provide handset designers freedom to innovate with superior audio routing and signal mixing capability."