XCEIVE ENABLES UP TO 12 SIMULTANEOUS TV PICTURES USING ADVANCED TV TUNER TECHNOLOGY

Xceive's ChannelVista solves picture-in-picture design challenges;
Partnership with Excelpoint to offer advanced PIP TV technology reference design.

SANTA CLARA, California / High-Tech Fair, SHENZHEN, China (Oct. 12, 2006) - Xceive® Corporation, developer of the world's first fully integrated multi-standard RF-to-baseband transceiver ICs for TVs, PC TVs, and set-top boxes, today announced the availability of advanced picture-in-picture (PIP) television technology called ChannelVista(tm). By incorporating ChannelVista using Xceive silicon tuner ICs, television manufacturers can offer consumers multiple PIPs, updated in near real-time. Xceive has partnered with Excelpoint to offer a reference design using the technology.

ChannelVista enables one additional tuner to provide anywhere from four to 12 pictures surrounding the main television picture. The user can choose the number of pictures to run simultaneously based on the refresh rate desired. Previously, a separate and bulky CAN tuner was required for each picture, making the feature impractical for today's flat-screens and modern television devices.

"As the number of technology-savvy consumers increases, television manufacturers look to meet the demands for high quality and new functionalities," said Shyam Nagrani, principal analyst, iSupply. "With ChannelVista, as well as other advanced features provided by their ICs, Xceive proves that increased functionality does not require a compromise on quality or design."

Excelpoint Vice President of Field Applications, Samuel Ge said, "Partnering with Xceive to provide OEMs with this ChannelVista reference design is a great opportunity to demonstrate to our customers that we offer today's most advanced technology. This reference design, based on Xceive's TV tuner chip, demonstrates how TVs can show more channels more quickly. For example, a viewer can monitor a number of news broadcasts on a major event and then, more quickly than previously possible, select a specific channel for sound and main screen viewing."

Xceive products are the world's fastest channel-locking TV tuners available today. More than 10-times faster than traditional CAN tuners, Xceive's QuickTune(tm) technology enables near real-time viewing of up to 12 multiple channels simultaneously. All functions of these fully integrated tuner ICs - Fast PLL (phase lock loop), programmable filters, on board analog demodulator and comprehensive firmware - are optimized for fast channel scanning.

ChannelVista and QuickTune are unique features available on Xceive's TV tuner ICs, the XC2028/L and XC3028/L. The integrated analog demodulator and comprehensive firmware support all worldwide television standards.

"With the evolution of flat panel displays and innovations in silicon tuner technology, Xceive has the opportunity to enrich the television experience in new ways," said Alvin Wong, vice president of marketing for Xceive. "Benefiting both manufacturers and consumers, ChannelVista will replace conventional picture-in-picture technology. We are pleased to work with Excelpoint to offer the world's first ChannelVista reference design to be demonstrated at this year's China's High-Tech Fair in Shenzhen."

About Xceive Corporation
Venture-backed Xceive Corporation, headquartered in Santa Clara, Calif., enables fast, high-quality TV signal reception in any consumer electronics device worldwide. First to market with a one-design-fits-all-TV-standards analog and digital single chip design, Xceive's QuickTune® RF-to-baseband single integrated circuit (IC) TV tuners provide superior performance, low power, and smaller form factor for the development of advanced TV and PC-TV applications. Xceive's universal RF-to-baseband analog-and breakthrough RF-to-baseband analog and digital-TV tuner ICs reduce the need for OEMs to maintain multiple inventories in order to service a global market.

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