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NXP Announces First Multi-Standard Digital Radio Co-Processor for Car Entertainment

EINDHOVEN, NETHERLANDS -- (Marketwire) -- 12/13/10 -- NXP Semiconductors N.V. (NASDAQ: NXPI) today announced the availability of the SAF356x series, a flexible digital radio co-processor for car entertainment systems supporting DAB, DAB+ and T-DMB reception, as well as HD Radio. All standards are supported for both single- and dual-tuner applications. The SAF356x is the market's first multi-standard baseband processor for digital terrestrial radio systems, with software that can be modified to support additional features in the future, including standards such as DRM or DRM+.

As a multi-standard processor which can replace multiple ICs used in car entertainment systems today allowing future-proof design and software upgrade flexibility, the NXP SAF356x enables car OEMs and Tier One suppliers to reduce their total cost of ownership for digital reception systems.

"The SAF356x has impressed us with its high versatility -- its support of HD Radio and various DAB standards, its scalability from single- to dual-tuner applications, and additional features such as timeshift and DAB-FM blending," said Michael Görtler, development manager at Fujitsu-Ten Europe GmbH. "This means we only have to invest in one hardware platform and still have the flexibility we need to fulfill the different demands of our many customers. What NXP offers as a package is also unique in the market, as the company is able to support not only the chip, but the complete application including its own DAB software."

The SAF356x is a digital radio processor that demodulates and processes digital terrestrial radio signals and outputs the decoded audio and data. For HD Radio, it uses the AM/FM signals from NXP's leading radio/audio DSPs such as SAF7741 or its newest RFCMOS-based digital one-chip TEF663x. As the leading baseband processor for HD radio in cars, the SAF356x series makes it easy for customers to also build DAB systems based on the same hardware, with the addition of a DAB tuner module and application of new automotive-grade NXP software for DAB, DAB+ and T-DMB for single- and dual-tuner applications with one baseband processor.

"We're helping our customers lower the cost of ownership for digital radio by offering an innovative software defined radio solution for multiple standards. This approach also enables customers to benefit from our continuous innovation adding features such as seamless blending of DAB and FM signals, and unique algorithms to increase the reception area," said Sebastian Schreuder, product marketing manager, NXP Semiconductors. "We will also be ready to support additional standards in emerging markets like DRM in India and Russia."

Major benefits of terrestrial radio processor systems using the SAF356x:

- Lower cost of ownership for digital terrestrial radio by supporting multiple standards and tuner configurations with one IC
  - HD Radio (SAF3560)
  - DAB, DAB+, T-DMB (SAF3561)
  - Single- as well as dual-tuner applications with audio plus data

- Facilitated system design
  - Modular approach with easy to use co-processor to AM/FM radio/audio DSPs
  - High-level API and automotive-grade software reducing development effort
  - Full feature set including audio source decoding to reduce load on the application and host processor

- Differentiating features of NXP's DAB software enabled by scaling external SDRAM
  - DAB-FM blending
  - Timeshift for pausing radio playback and resuming listening later
  - Reception improvement algorithms

Addressing the global digital radio market
Compared to analog AM/FM, Digital Terrestrial Radio significantly improves the radio listening experience and increases the choice of programs, leading to increasing adoption around the globe. In the US, HD Radio is now a core element of the in-car entertainment package offered by leading vehicle manufacturers, and NXP is the leading supplier of ICs for automotive HD Radio systems. In Europe, led by Britain, governments have chosen the DAB/DAB+/T-DMB family of standards, and many other European countries such as Germany, France and Italy have shown renewed enthusiasm for DAB, DAB+ and T-DMB respectively.

NXP previously announced the first multi-standard radio IC, the SAF3560, together with iBiquity Digital Corporation in 2008. The SAF3560 is dedicated to digital in-car reception and also features HD Radio support. The company has now added capability for HD1.5 as well as DAB, DAB+ and T-DMB for single- and dual-tuner systems.

Availability
The NXP SAF356x series supporting HD Radio, DAB, DAB+ and T-DMB is now available for mass production. Additional information is available at http://www.nxp.com/products/automotive/multi_standard_digital_radio/

From January 6-9, 2011, NXP will show the SAF356x series in its CES demo suite at Wynn Hotel and Casino in Las Vegas. The SAF356x will be showcased along with the TEF663x digital one-chip and other automotive infotainment products, integrated into a complete stand-alone system Concept Radio Demonstrator.

About NXP Semiconductors
NXP Semiconductors N.V. (NASDAQ: NXPI) provides High Performance Mixed Signal and Standard Product solutions that leverage its leading RF, Analog, Power Management, Interface, Security and Digital Processing expertise. These innovations are used in a wide range of automotive, identification, wireless infrastructure, lighting, industrial, mobile, consumer and computing applications. Headquartered in Europe, the company has approximately 28,000 employees working in more than 25 countries and posted sales of USD 3.8 billion in 2009. For more information, visit www.nxp.com

Forward-looking Statements
This document includes forward-looking statements which include statements regarding our

business strategy, financial condition, results of operations, and market data, as well as any other statements which are not historical facts. By their nature, forward-looking statements are subject to numerous factors, risks and uncertainties that could cause actual outcomes and results to be materially different from those projected. These factors, risks and uncertainties include the following: market demand and semiconductor industry conditions, our ability to successfully introduce new technologies and products, the demand for the goods into which our products are incorporated, our ability to generate sufficient cash, raise sufficient capital or refinance our debt at or before maturity to meet both our debt service and research and development and capital investment requirements, our ability to accurately estimate demand and match our production capacity accordingly or obtain supplies from third-party producers, our access to production from third-party outsourcing partners, and any events that might affect their business or our relationship with them, our ability to secure adequate and timely supply of equipment and materials from suppliers, our ability to avoid operational problems and product defects and, if such issues were to arise, to rectify them quickly, our ability to form strategic partnerships and joint ventures and successfully cooperate with our alliance partners, our ability to win competitive bid selection processes to develop products for use in our customers' equipment and products, our ability to successfully establish a brand identity, our ability to successfully hire and retain key management and senior product architects; and, our ability to maintain good relationships with our suppliers. In addition, this document contains information concerning the semiconductor industry and our business segments generally, which is forward-looking in nature and is based on a variety of assumptions regarding the ways in which the semiconductor industry, our market segments and product areas will develop. We have based these assumptions on information currently available to us, if any one or more of these assumptions turn out to be incorrect, actual market results may differ from those predicted. While we do not know what impact any such differences may have on our business, if there are such differences, our future results of operations and financial condition, and the market price of the notes, could be materially adversely affected. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak to results only as of the date the statements were made; and, except for any ongoing obligation to disclose material information as required by the United States federal securities laws, we do not have any intention or obligation to publicly update or revise any forward-looking statements after we distribute this document, whether to reflect any future events or circumstances or otherwise. For a discussion of potential risks and uncertainties, please refer to the risk factors listed in our SEC filings. Copies of our filings are available from our Investor Relations department or from the SEC website, www.sec.gov.