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# MaxLinear a Finalist for EDN Innovation Award

## MxL7001 Competing for Distinction as Top Mixed-Signal ASSP

CARLSBAD, CA -- (MARKET WIRE) -- 02/19/08 -- MaxLinear, Inc., a fabless semiconductor company at the forefront of developing CMOS broadband radio frequency (RF) ICs for consumer markets, today announced that the MxL7001, the world's smallest television tuner IC, has been named a finalist for this year's EDN Innovation Awards. Instituted in 1990, the Innovation Awards honor the people, products, and technologies that have shaped the semiconductor industry over the past year.

The MxL7001 is a highly integrated, low power, extremely small tuner IC for ISDB-T mobile television applications. Measuring 1.9mm x 1.9mm and consuming only 65mW of power, this standard digital CMOS IC is the smallest and lowest power solution for ISDB-T mobile TV applications available for use in cellular phones, PDAs, portable media players, portable DVD players and automobile television systems.

MaxLinear's chip was selected from hundreds of nominations to be named a finalist in its category of mixed-signal ASSPs. Other categories of entrants in EDN's Innovation Awards contest are: Innovator of the Year; Analog ICs; Power ICs; Digital ASSPs; network and communication ICs; multimedia ICs; digital ICs; memory and programmable logic; microcontrollers and cores; multicore microprocessors; EDA: digital-IC-design tools; EDA: PCB, FPGA and custom-IC tools; boards, modules and peripherals; software; development kits; power sources; sensors; passive components and interconnect; test and measurement: power technology; test and measurement: general purpose; and best contributed article.

"We have our broadest set of categories in the history of our Innovation awards program in 2007," said Maury Wright, editorial director for EDN. "With specialization affecting everything from components to test equipment, our staff diligently worked to group like technologies for meaningful comparison and delivered an outstanding slate of finalists that includes the range of ICs from analog to processors, development and EDA software, amazing sensors, and modular and system products including test equipment. The voters will face tough decisions, but without a doubt, compelling products will emerge as winners."

Nominees have demonstrated innovation that resulted in a significant advance in technology and/or product development during the past 12 months. Additionally, within the "Innovations of the Year" (product/technology) categories, nominees have shipped in volume in the 2007 calendar year.

"We are honored that MxL7001 has been selected as a finalist for this year's EDN award," said Kishore Seendripu, MaxLinear's CEO. "It recognizes our superior capability to develop

high performance RF/Mixed-Signal Communications ICs using extremely low cost digital CMOS processes."

This month, EDN's worldwide audience of electronics engineers and engineering managers will use an online ballot to select the ultimate winners from among the finalists. EDN's editorial staff and Editorial Advisory Board also take part in determining the final winners. Readers are encouraged to visit [www.edn.com/innovation18](http://www.edn.com/innovation18) to review each of the nominees. Winners will be announced at a dinner and awards ceremony on April 14, 2008 in San Jose, CA.

#### About EDN and EDN.com

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#### About MaxLinear, Inc.

MaxLinear, Inc. is a rapidly growing fabless IC company focusing on highly integrated analog products that incorporate proprietary mixed-signal and radio frequency signal processing techniques in CMOS. The company's technology is ideally suited for a broad range of high-volume consumer electronics applications with the strictest requirements for both power and performance, including personal computers, laptop computers, televisions, and mobile devices. MaxLinear is the first to deliver on the promise of an easy-to-use silicon solution to enable TV on any device. The company is located in Carlsbad, CA with sales offices in Taipei, Taiwan and Seoul, South Korea. More information is at [www.maxlinear.com](http://www.maxlinear.com).

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