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# MaxLinear Enhances Overall Wi-Fi Experience and Lowers Costs for MSOs with New MaxAI™ Use Case Aware AI/ML Framework

- *MaxAI is a robust, use case aware, native-ML, technology framework, designed to enhance and improve the quality of service across communication links, improve overall end-to-end user experience, and lower support costs*

CARLSBAD, Calif.--(BUSINESS WIRE)-- [MaxLinear, Inc.](https://www.maxlinear.com) (Nasdaq: MXL), a global leader in broadband access and gateway solutions, today unveiled MaxAI™, a groundbreaking hardware-optimized, use-case aware, native-ML technology framework designed to provide enhanced user experience, improve quality of service (QoS), and lower support costs for Multiple System Operators (MSOs).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241006729352/en/>



MaxAI AI / ML Framework Enhances Overall Wi-Fi Experience and Lowers Costs for MSOs (Graphic: Business Wire)

service provider. While Wi-Fi speed is one component of the experience, it does not always translate into overall satisfaction.

The uniqueness and complexity of people's homes and businesses, combined with the

With ubiquitous Wi-Fi across the globe, hundreds of millions of people rely on it for their daily tasks. Work From Home (WFH) has made that reliance even stronger, making the job of MSOs and service providers even more challenging. Poor Wi-Fi experience translates into bad customer experience and increased support costs for the

diversity of Wi-Fi devices, create a unique problem where a one size fits all solution does not work. Each application has its own throughput, latency, and concurrency requirements that need to be addressed individually. The home gateway and router need the intelligence to be use-case and application aware to manage each individual's requirement intelligently. MaxAI, MaxLinear's native-ML technology framework, is designed to solve this problem.

At a time when MSOs and end customers are asking for solutions to help mitigate some of the pain points of the access and connectivity ecosystem, MaxAI provides the AI framework, scalability, and flexibility to craft compelling solutions that are designed to meet the needs of today's most demanding multi-user applications like XR, video conferencing, and multi-player gaming. The integration of MaxAI into MaxLinear's AnyWAN™ solutions significantly enhances network performance, security, issue triage, and diagnostics and also improves user experience by intelligently adapting to usage patterns while still adhering to application KPIs.

"At MaxLinear, we are not just integrating AI into our products—we're innovating at the forefront of technology to create value for our customers and shareholders," said Will Torgerson, VP/GM Broadband Group at MaxLinear. "We believe MaxAI will be a significant growth driver for our company, strengthening our competitive position and contributing to our financial success. By delivering unparalleled performance and efficiency, we're enabling service providers to differentiate their offering in a crowded market."

MaxAI technology framework has been architected to be scalable and flexible. The APIs allow for application intersection at multiple layers depending on one's needs. From choosing curated, pre-trained recipes with on-device compute to supporting more advanced, compute intensive implementations leveraging on platform or cloud compute, the framework provides implementation flexibility at any layer/compute configuration.

MaxLinear will showcase the implementation of this technology on its AnyWAN-based Wi-Fi 7 platform at Network X 2024 in Paris. The reference platform used in this demonstration features the MaxLinear's AnyWAN URX852 universal, ultra-scalable network processor SoC and the MaxLinear MxL31712 Wi-Fi 7 radio that integrates the tri-band 4+4+4 MAC plus RF in a single chip.

#### **Key features of the demo include:**

- **Hardware-Optimized, Native-ML, On-device AI:** MaxLinear will demonstrate the versatility of its gateway platform by running a demanding Wi-Fi multi-user application while also running the MaxAI native-ML framework in parallel. This demonstration will also show MaxAI in action including intelligent, application-aware traffic management, and overall robustness in responding to challenging RF and bandwidth constraints in real-time while keeping the application running smoothly.
- **Natural Language Interaction:** Enables interaction using natural voice, support for user queries, application prioritization, and application performance/debug related questions etc. with real-time voice responses.
- **Intelligent Diagnostics and Log Collection on Demand:** Demonstrates automated debug and log collection for transmission to relevant Level 1/2 customer support if needed. This alleviates the need for additional handholding for an end user and saves MSO and service provider support costs.

The MaxLinear team will talk more about the demo and the importance of AnyWAN and Wi-Fi 7 AI integration at Network X 2024. Visit <https://www.maxlinear.com/anywan> and <https://www.maxlinear.com/wifi7> to learn more about MaxLinear's AnyWAN and Wi-Fi 7 solutions.

### **About MaxLinear, Inc.**

MaxLinear, Inc. (Nasdaq: MXL) is a leading provider of radio frequency (RF), analog, digital, and mixed-signal integrated circuits for access and connectivity, wired and wireless infrastructure, and industrial and multimarket applications. MaxLinear is headquartered in Carlsbad, California. For more information, please visit <https://www.maxlinear.com/>.

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### **Cautionary Note About Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements include, among others, statements by our VP/GM Broadband Group and statements concerning or implying future financial performance, anticipated product performance and functionality of our products or products incorporating our products, and industry trends and growth opportunities affecting MaxLinear, in particular statements relating to the anticipated growth in the potential market opportunities for MaxAI™ and the functionality, performance and the benefits of use of such product. These forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to be materially different from any future results expressed or implied by the forward-looking statements and our future financial performance and operating results forecasts generally. Forward-looking statements are based on management's current, preliminary expectations and are subject to various risks and uncertainties. In particular, our future operating results are substantially dependent on our assumptions about market trends and conditions. Additional risks and uncertainties affecting our business, future operating results and financial condition include, without limitation; risks relating to our terminated merger with Silicon Motion and related arbitration and class action complaint and the risks related to potential payment of damages; the effect of intense and increasing competition; impacts of global economic conditions; the cyclical nature of the semiconductor industry; a significant variance in our operating results and impact on volatility in our stock price, and our ability to sustain our current level of revenue, which has declined, and/or manage future growth effectively, and the impact of excess inventory in the channel on our customers' expected demand for certain of our products; the geopolitical and economic tensions among the countries in which we conduct business; increased tariffs, export controls or imposition of other trade barriers; our ability to obtain or retain government authorization to export certain of our products or technology; risks related to the loss of, or a significant reduction in orders from major customers; costs of legal proceedings or potential violations of regulations; information technology failures; a decrease in the average selling prices of our products; failure to penetrate new applications and

markets; development delays and consolidation trends in our industry; inability to make substantial research and development investments; delays or expenses caused by undetected defects or bugs in our products; substantial quarterly and annual fluctuations in our revenue and operating results; failure to timely develop and introduce new or enhanced products; order and shipment uncertainties; failure to accurately predict our future revenue and appropriately budget expenses; lengthy and expensive customer qualification processes; customer product plan cancellations; failure to maintain compliance with government regulations; failure to attract and retain qualified personnel; any adverse impact of rising interest rates on us, our customers, and our distributors and related demand; risks related to compliance with privacy, data protection and cybersecurity laws and regulations; risks related to conforming our products to industry standards; risks related to business acquisitions and investments; claims of intellectual property infringement; our ability to protect our intellectual property; risks related to security vulnerabilities of our products; use of open source software in our products; and failure to manage our relationships with, or negative impacts from, third parties. In addition to these risks and uncertainties, investors should review the risks and uncertainties contained in MaxLinear's filings with the United States Securities and Exchange Commission, including risks and uncertainties arising from other factors affecting the business, operating results, and financial condition of MaxLinear, including those set forth in MaxLinear's most recent Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, and Current Reports on Form 8-K, as applicable. All forward-looking statements are qualified in their entirety by this cautionary statement. MaxLinear is providing this information as of the date of this release and does not undertake any obligation to update any forward-looking statements contained in this release as a result of new information, future events, or otherwise.

## **Market Information**

This press release contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to such information. We have not independently verified the accuracy or completeness of the information contained in the industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that information nor do we undertake to update such information after the date of this press release.

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