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MaxLinear and Hauppauge Partner to Deliver Embedded PCTV Solution for Ultra-Mobile PCs

ATSC Minicard Based on MaxLinear MxL5007T Silicon Tuner

CARLSBAD, CA -- (MARKET WIRE) -- 07/23/09 -- [MaxLinear Inc.](#), a fabless semiconductor company at the forefront of developing all-CMOS broadband radio-frequency (RF) & mixed-signal IC solutions for consumer and automotive markets, today announced it has partnered with [Hauppauge Digital](#) to deliver an Advanced Television Systems Committee (ATSC) standards-based PCTV minicard for ultra-mobile PCs (UMPCs). This partnership marks the first availability of a complete, embedded [PCTV](#) solution for the increasingly popular Netbook category of PCs.

The minicard is based on [MxL5007T](#), MaxLinear's market-proven, third-generation multi-standard true digital CMOS silicon tuner. MxL5007T supports every major digital terrestrial TV standard, including ATSC, DVB-T, DVB-H and DTMB. The card has been designed into UMPCs that are shipping now.

The MxL5007T provides the lowest power, smallest size and best-in-class performance. Consuming only 350mW of power, the MxL5007T is the "greenest" tuner IC on the market. It offers more than 50% power savings over competitive tuners, allowing consumers to enjoy longer battery life without compromising performance. The high performance of the MxL5007T means that end users will have reliable reception under difficult signal conditions.

By implementing the minicard, UMPC makers will be able to take advantage of greater performance margin, simple implementation and reliable quality at a competitive price.

"Netbooks and UMPCs are emerging as a key mobile entertainment platform because they are both compact and have decent-sized screens, and we see them having a great impact on the PCTV business and on mobile TV as well," said Kishore Seendripu, MaxLinear CEO. "Hauppauge is one of MaxLinear's longest standing customers and we are excited to have this partnership opportunity to deliver such a unique solution."

"With UMPCs driving much of the growth in the PC industry, we are pleased to expand our cooperation with MaxLinear to our latest ATSC/QAM minicard solution," said Ken Plotkin, President and CEO of Hauppauge. "The ultra low power consumption of the MxL5007T, coupled with its high performance, provides a unique combination of benefits especially valuable for our target market."

About Hauppauge Digital

Hauppauge Digital, Inc. is a leading developer of analog and digital TV receiver products for the personal computer market. Through its Hauppauge Computer Works, Inc. and Hauppauge Digital Europe Sarl subsidiaries, the Company designs and develops analog and digital TV receivers that allow PC users to watch television on their PC screen in a resizable window and enable the recording of TV shows to a hard disk, digital video editing, video conferencing, receiving of digital TV transmissions, and the display of digital media stored on a computer to a TV set via a home network. The Company is headquartered in Hauppauge, New York, with administrative offices in Luxembourg, Ireland and Singapore and sales offices in Germany, London, Paris, The Netherlands, Sweden, Italy, Spain, Singapore, Taiwan and California. The Company's Internet web site can be found at <http://www.hauppauge.com>.

About MaxLinear, Inc.

MaxLinear, Inc. is a rapidly growing fabless IC company focusing on highly integrated analog and digital products that incorporate proprietary mixed-signal and radio frequency signal processing techniques in digital 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, set-top-boxes, televisions, mobile devices and automotive applications. 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, Calif., with sales offices worldwide. More information is at www.maxlinear.com.

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