



# SIDSA launches a DVB-H chip, able to receive all world wide mobile TV services

LOREN-IC is the first chip available in the market that allows to receive all DVB-H-based mobile TV services with a world wide coverage

SIDSA, the international provider of digital TV and broadband solutions, products and services, has been developing and testing the chip over the last two years. Now available in the market, LOREN-IC allows to receive all kind of mobile TV services, including added-value applications (advanced ESG) and TV services such as Video on demand, with a world wide coverage.

The state-of-the-art chip –a key component in every mobile phone or PDA- is a fast time to market solution that gives access to the new mobile TV business that, according to our forecasts, will experience a significant growth over the next years. Thus in 2006 there will be 1 million worldwide DVB-H mobile TV users; 10 millions in 2007 and 100 millions in 2010.

LOREN-IC is the fist chip available in the international market that may receive all mobile TV services and is compatible with all the standards. The chip, fully commercial and successfully tested, will soon be used in different pre-commercial DVB-H experiences worldwide.

Technically, the chip fully implements DVB-T and DVB-H standards, and it is very flexible, supporting different interfaces with the host: SDIO, Compact Flash, USB & Ethernet. Besides

it is thought to be multi-band, supporting L-band (America) and UHF (Europe). SIDA is also marketing the IP (Intellectual Property) of its LOREN chip design.

Thanks to its plug&play philosophy and maximizing the use of the IP protocol stack it allows for a fast time to market to key Industry players using it. Basically no need of specific middleware SW or specific drivers is required to work with LOREN-IC.

SIDA is also offering Network Interfaces Modules, the complete solution working according key standardisation fora: OMA & CBMS. LOREN-NIM is available in external plug&play and smaller compact versions to be integrated into PDAs or cellular phones.

Its fully integrated software allows LOREN-NIM, specially when combined to KeyFly™ +mobile SIDA's Service Protection and Purchase, to fully exploit the possibilities of Mobile TV, allowing Service Providers to start new business models.

SIDA will exhibit at Broadcast Asia 2006 that will take place between June 20<sup>th</sup> and June 23<sup>rd</sup> in the Hall 7 J3-10 Spanish Pavilion. The Courtyard.

For further information:

Olga Álvarez, Marketing Manager +34 91 803 50 52 [olga@sidsa.com](mailto:olga@sidsa.com)

Note to editors:

SIDA (Semiconductores Investigación y Diseño SA) is an international Provider of Global Solutions, Products and Services in the fields of Digital TV, IP TV, Mobile TV, Conditional Access systems and Broadband. It offers a wide range of multimedia products: from its own System on Chip (SoC) integrated circuits to global and vertical integrated solutions to its customers, allowing them to get the best of it and generating new profitable business models. Created in 1992, initially as a Design House of Semiconductor components and ASICs (Custom integrated circuits), SIDA has become a highly reputed international provider with a design centre in Tres Cantos (Madrid) and offices in The Silicon Valley, California