

## Press Information

### ***NXP Software gathers creative insights at Dutch Design Week***

Eindhoven, the Netherlands, 6 November 2009 – NXP Software, a leader in mobile multimedia, participated in the “Taste 2009, blending design and technology” initiative during the recent Dutch Design Week, the Netherlands’ leading design event. “Taste 2009” allowed NXP Software to gather direct feedback from visitors including designers, developers, students and the general public. To gather end-user insights and feedback, the company conducted a user survey on one of its voice product concepts and ran interactive demos, for instance the LifeVibes™ LifeCapture application that lets users shoot, shape and share their own videos on social networks like YouTube.



Over the last few years, design has entered the world of mobile devices in a big way. Phones now carry names of fashion or car brands. Alongside the look, the user experience has also become ever more important. It’s a trend that will only intensify as more applications and services become available for phones, making the flexibility and quality of both hardware and software design crucial.

“For companies that get this right, there will be a wealth of opportunities,” says Peter van de Berg, Marketing Director of NXP Software. “Given these trends, participating in an event like Dutch Design Week was a natural step for us as we explore innovative LifeVibes concepts in multimedia user experiences for mobile devices. The feedback gathered will enrich our ideas, helping us combine concepts and technologies into functional and exciting end-user experiences.”

#### ***Major platform for innovative design***

Dutch Design Week (which took place from 17-25 October 2009) is the largest design event in the Netherlands and an important platform for both up-coming and established designers. The nine-day event hosts numerous lectures, workshops, openings, product launches, seminars and exhibitions. Its blend of design, usability and technology generates extensive interaction between designers, developers and the general public.

This year some 290 individual events were held at 60 locations, attracting 115,000 visitors. “Taste 2009” took place at the High Tech Campus in Eindhoven. The city always has a particularly rich set of activities and the 2009 edition created an ideal forum for the sharing of visions, concepts and applications with a visionary but also critical audience.

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#### **About NXP Software**

NXP Software is an Independent Software Vendor (ISV) with worldwide local sales and support. It specializes in innovative multimedia solutions to help mobile device and consumer electronics manufacturers deliver vibrant, easy-to-enjoy multimedia experiences that truly stand out from the crowd. NXP Software has established strong partnerships with key vendors to ensure optimum flexibility, ease-of-integration and



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interoperability between hardware and software platforms. Its LifeVibes™ software is used in over 650 million mobile devices, making the company the market leader in software solutions for mobile multimedia. LifeVibes™ is a trademark of NXP Software.