

## Press Information

### **LifeVibes™ MxMedia delivers exciting video experience on Samsung's L288 TD-SCDMA phone**

**LifeVibes™ MxMedia solutions for TD-SCDMA feature phones, providing state-of-the-art multimedia use-cases to enrich end-user experiences.**

Eindhoven, June 10, 2008. NXP Software announces the integration of its LifeVibes MxMedia solution into **Samsung's new L288** TD-SCDMA mobile phone. LifeVibes MxMedia solution for TD-SCDMA feature phones offers a complete, pre-integrated multimedia middleware solution including video telephony and TV playing. LifeVibes VideoTelephony is a fully integrated and tested TD-SCDMA solution, delivering plug and play interoperability, robust performance for a hassle-free user experience. LifeVibes TvPlayer allows excellent video streaming via high bandwidth 3G networks.

TD-SCDMA (3G) mobile technology has certainly big potential in one of the largest mobile markets in the world. Therefore China has invested in its own standard TD-SCDMA, which enables the rapid spread of telecommunications with a high bandwidth providing fast access to Internet services.

With the biggest sports event in Beijing around the corner – the **Samsung's L288** TD-SCDMA phone, including NXP Software's MxMedia multimedia solution - enables consumers to explore and experience how the latest innovative digital telecommunication devices enrich "sports experiences" and their lives.

*"The combination of video and voice adds a new dimension to communication allowing users to share not only words, but also emotions, memorable sights and exciting (sports) moments", says Peter van de Berg, Marketing Director NXP Software. "MxMedia delivers a fantastic user experience for bringing these 'moments' to life through both video streaming and video telephony use cases."*

LifeVibes MxMedia offers a complete, pre-integrated multimedia middleware solution delivering superior user experience with low processing load and memory consumption, in a modular architecture. It includes LifeVibes VideoTelephony, VideoPlayer, TvPlayer, CamCorder and HandsFree for both voice and videotelephony calls. LifeVibes MxMedia is a robust and market proven solution, based on NXP Software's vast experience and unique IP in digital multimedia, consumer electronics and mobile applications.

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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 interoperability between hardware and software platforms. Its LifeVibes™ software is used in over 375 million mobile devices, making the company the market leader in software solutions for mobile multimedia.

### **NXP Forward-looking Statements**

*This release may contain certain forward-looking statements with respect to the financial condition, results of operations and business of NXP and certain plans and objectives of NXP with respect to these items. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future and there are many factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements*