

## **VividLogic collaborates with AMD to deliver comprehensive Open Cable™ reference design for HDTV platforms**

**Joint solution significantly reduces time-to-market for Consumer Electronic companies integrating ATSC TV with Open Cable Host Software and Hardware**

**Jan 21<sup>st</sup>, 2008 SUNNYVALE, CA** – Responding to customer and industry demand, VividLogic Inc., a leading provider of premium Open Cable Host Device (OCHD 2.0) software, has collaborated with AMD ([NYSE:AMD](http://NYSE:AMD)) to develop robust and pre-integrated Open Cable™ HDTV reference designs.

This innovative Open Cable HDTV technology is designed to significantly reduce time-to-market for CE manufacturers by pre-integrating and compliance testing the Open Cable Applications Platform (OCAP) software, CableCARD™ (MCARD), DOCSIS™ Set Top Gateway (DSG), Common Download, IEEE 1394, Closed Captioning and several additional OCHD 2.0 software and hardware requirements on the AMD Xilleon™ processor 260 reference platform with CAFÉ Front-end, saving CE manufacturers significant development time and cost.

“AMD is committed to significantly reducing the complexity of software and hardware integration, and to provide flexibility and choice for our customers to deploy OpenCable technology on AMD Xilleon processor-based DTV platforms,” said David Colter, director of media access processors, AMD’s DTV Division, “We are pleased to work closely with VividLogic to develop Open Cable solutions for our TV OEM customers.”

“We are delighted to work with AMD, a leading provider of ICs for the HDTV industry,” said Shiva S. Patibanda, chief executive officer, VividLogic Inc. “The Open Cable HDTV reference design seamlessly integrates the complex HDTV based ATSC software with the Open Cable based OCAP, MCARD, DSG, etc., software establishing an easy and affordable way for CE manufacturers to quickly deploy Open Cable based products.”

### **CES-2008 Demonstration**

The AMD Xilleon-based Open Cable™ HDTV reference platform was demonstrated at CES-08 in the VividLogic booth at the Sands Expo #72407. VividLogic will also be demonstrating Cable Connectivity to the PC using the emerging BOCR technology.

### **ABOUT VividLogic**

VividLogic is a leading provider of Home Entertainment Software for consumer electronics devices (HDTV, DVD, DVR, etc), PCs and Set Top Boxes. VividLogic’s premium Home Networking Software and Open Cable Host Software is deployed by leading Consumer Electronic and Set Top Box Manufacturers. Additional information about VividLogic is available at [www.vividlogic.com](http://www.vividlogic.com).

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