



Mixed-Signal Excellence

Mixel Announces First Silicon-Proven Mobile Display Digital Interface Transceiver IP for Digital Handsets

The MDDI is a high speed serial interface that offers lower power consumption and reduces number of wires required to connect digital controller to LCD

November 20, 2006 San Jose, CA – Mixel Inc. today announced availability of MXL-TXRX-MDDI, a Mobile Display Digital Interface (MDDI) Transceiver virtual component Intellectual Property (IP). The IP is a VESA compliant client transceiver allowing bidirectional transfer of video, audio and control signals between the host processor and display terminal. The MXL-TXRX-MDDI is designed in TSMC 0.18um low power digital CMOS technology and is silicon-proven.

“The MXL-TXRX-MDDI client solution is the first silicon-proven IP available to SOC designers that meets VESA open standard specifications” said Ashraf Takla, Mixel President and CEO. “The high transfer rate and extremely low power features offer the best of both worlds to handset designers, and help them develop a differentiated product while minimizing their time-to-market. With our first design win moving into production, our focus is shifting to other members of this product family targeting both MDDI and MIPI applications.” he added.

The MXL-TXRX-MDDI offers many features to reduce power and improve performance. The receiver inputs support data rate of up to 450Mbps with wide tolerance to input common mode voltage. In hibernation mode, the hibernation receiver with its high-precision, high-threshold, and extremely low power is turned on, while the high speed driver and receivers are turned off, thus drastically reducing standby power consumption. Other features include switchable threshold voltage strobe receiver, perfect matching between strobe and data receivers, and wide power supply tolerance.

The MXL-TXRX-MDDI is available now in TSMC 0.18um, LP process technology and will shortly be offered in other process technologies.

About Mixel

Mixel is a leading provider of silicon-proven mixed-signal IP cores. Mixel provides its customers and partners with outstanding mixed-signal IP cores, creating in the process a differentiating technology that helps set their products apart. Mixel’s mixed-signal IP portfolio includes SerDes (compatible with PCI Express, SATA, RapidIO, XAUI, Fibre Channel), Transceivers (LVDS, MIPI, MDDI, DDR2, PCI-X, SSTL, HSTS, CE-ATA, CardBus, Parallel ATA), PLL, DLL, ADC, DAC, Low-voltage detectors and low-voltage BGR references. More information on Mixel products can be found at www.mixel.com.

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