

## Future Waves Shows Its Strengths in Digital Broadcasting

During CCBN held in Beijing this week, Future Waves shows various DAB and T-DMB receiver solutions and strong technical expertise for digital broadcasting related products.

Digital broadcasting had limited popularity in Asia last couple years. However, the market is heating up rapidly, specifically in China, and drawing numerous receiver makers' attention. Future Waves, a RF IC design house also offering a number of receiver design solutions, has been cultivating the Asian markets with partners and customers through its extended experience in digital broadcasting.

China defined the specification of terrestrial digital audio broadcasting (DAB) and TV in 2006. "It is known that China will have to be digital ready for 2008 Olympic Games, and that's one of the reasons we build a strong technical and support base in Asia." Said CEO, Glenn Vandevoorde. "After setting up the design center in the UK in January, we opened a customer support office in South Korea last month." "Future Waves plans to establish more design and support centers in Asia because it is important for us to be close to our customers in order to provide immediate support during the important design-in phase. It reduces customers' development effort for DAB/T-DMB receivers and assists them to enter the market in time."

In Asia, manufacturers need to response to market demand within a very short time. Naturally it requires component suppliers to provide total system level solution and sufficient technical support. "By saying total reference design solutions, it doesn't mean that we are now competing with module makers, instead, we expect to work with them to fulfill different requirements. We still see ourselves as an RF tuner design house; Not only do we offer competitive RF and total receiver solutions, we also help our customers dig out the business opportunities in foreign markets through our strong presence in Taiwan, China, Korea and Europe." indicated by Mr. Vandevoorde. "We can put ourselves in our customers' shoes and offer them advanced technology combined with a thorough understanding of the markets and players to create win-win situations."

### **About Future Waves**

Future Waves targets digital tuners for portable applications and provides the most flexible RF solution in addition to industry leading performance regarding power consumption, cost effectiveness and ease of use. Additional information about Future Waves is available at [www.f-waves.com](http://www.f-waves.com).

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