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marketing bulletin

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Digital Infotainment and TEMIC Offer Decoder-Tuner Device Sets

SUMMARY

Rockwell's Digital Infotainment Division and TEMIC, a manufacturer of multimedia tuners, have reached an agreement whereby Rockwell will resell TEMIC tuner products bundled with Rockwell's video decoders as Broadcast Media™ device sets.

Although complete device set part numbering and price sheet will not be available until July 30th, the full line will include combinations of Bt848, Bt878 and Bt879 PCI decoders, Bt827, Bt829 and Bt835 video port decoders, and TEMIC NTSC, PAL and TV/FM tuners. These correspond to TEMIC's 40x9 and 40x6, product series.

Broadcast Media™ device sets are aimed directly at substantial interest in broadcast capability created by Microsoft Windows 98/Web TV for Windows. The device sets will allow Rockwell customers to order components comprising the majority of a PC broadcast card BOM from a single source.

Delivery, logistics and pricing will be favorable when compared to buying the individual components. Rockwell and TEMIC customers will maintain the option to buy the individual components from the respective companies.

ORDERS

The TEMIC products are pin- and register-compatible with Philips tuners already in use by many of our customers. Sales should actively solicit these designs for conversion to the Rockwell-TEMIC device set with deliveries beginning September.

<u>Description</u>	<u>Philips</u>	<u>TEMIC</u>
NTSC/FM stereo	FM1236	4039
PAL BG/FM stereo	FM1216	4009
PAL I/FM stereo	FM1246	4069
PAL B/G	FI1216	4006
NTSC	FI1236	4036
PAL I	FI1246	4066



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The above tuners are functionally equivalent and can be laid out to use both tuner versions, but the TEMIC tuner is a smaller housing. Software is compatible. The different antenna connectors are identified in the extension of the Philips part number. For instance:

FM 1236 /HM/F = F-Connector

FI1246/HM/IEC = IEC Connector

Many of our decoder orders already on backlog are candidates for conversion to device sets, which will add from \$11.00 to \$15.00 per unit to the value of these orders. Orders scheduled for delivery after September 1 are considered candidates. Should the customer so choose, TEMIC will work with Rockwell to convert the TEMIC backlog.

The Bt879 with integrated PCI audio and TEMIC 4039 TV/FM RF front-end are designed to work together as the industry's lowest cost TV/FM broadcast solution. This combination offers a logical transition point for TEMIC customers to begin buying directly from Rockwell. We expect that older tuner and decoder models will also convert to device sets as customers are sold on the value of this approach.

The TEMIC 4039 will sample in late July and enter production in September. PAL models of the 4039 (4009 and 4069) are scheduled to sample in October with production in December.

Other TEMIC part numbers to be offered and already in production include NTSC and PAL TV only models. Rockwell and TEMIC will work with customers to transition backlog and future orders to Rockwell device sets for September shipment.

The TEMIC part numbering scheme uses the last two digits to signify the broadcast standard and TV/FM versus TV only. For example, 40xy where x = 0 for PAL B/G, 6 for PAL I and 3 for NTSC, and y = 6 for TV only and 9 for TV/FM. Rockwell device set numbering will follow a similar scheme while adding the appropriate decoder numbering.

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Also, please contact the Product Manager for the decoder in question.

The following announcement summarizes Rockwell's statement to our customers regarding the Rockwell-TEMIC relationship.

Rockwell-TEMIC Relationship and Win98 Products

Rockwell Semiconductor Systems, Digital Infotainment Division, today announced availability of a new line of broadcast device sets aimed at the rapidly emerging market for broadcast capability on PC and set-top computing platforms.

Rockwell and TEMIC, of Grossmehring Germany, have announced a strategic alliance, enabling Rockwell to offer customers industry leading Rockwell video decoder products along with TEMIC multimedia tuners on a single part number.

Based on Rockwell's new Bt878/879 and Bt835 video decoder families and TEMIC's new 4039 series of compact RF front-end products, Rockwell Broadcast Media Device Sets™ will provide Rockwell customers with an integrated and competitively priced line of decoder/tuner solutions to address "convergence" markets. Rockwell Broadcast Media Device Sets™ provide complete NTSC, PAL, FM stereo and VBI data reception and processing capability.

The Rockwell and TEMIC relationship addresses a growing market for information and entertainment broadcast to PCs and set-top computers. According to A.C. D'Augustine, Vice President and General Manager of Digital Infotainment Division, "Rockwell continues to provide its customers with solutions that offer the highest level of integration and value. Windows 98 will enable new broadcast video and data capability as part of the operating system – the products announced today are key to ensuring that our customers realize the full benefit of this growing opportunity."

The forthcoming release of Microsoft Windows 98 operating system makes broadcast capability a standard feature by including WebTV for Windows, Wavephore WaveTop and Intel InterCast data broadcast applications. Microsoft partner products, including those from category leaders ATI, Creative Labs, Diamond Multimedia and Hauppauge Computer, are based on Rockwell video decoders and encoders.

Concurrently, Rockwell is releasing its WDM Software Developers Kit for Bt878/879 PCI video decoders and Bt835 VIP decoders. Windows Driver Model allows developers to implement Windows 98 video and broadcast functions with improved robustness and time-to-market.

Rockwell's Bt879 and Bt835 video decoders are in volume production. Broadcast Media™ Device Sets are available in sample quantities with production planned for later in July.