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For immediate release

Vativ Announces Industry's First Three Input, Single Selectable Output HDMI Receiver

DSP-based VTV2310 is the latest addition to Vativ's high- performance HDMI product family

SAN DIEGO, Calif., June 21, 2006 – Vativ Technologies, Inc., a world leader in DSP-based wired communications solutions, today announced the commercial availability of VTV2310, the latest addition to their family of high performance HDMI™ receiver chips for Digital TV applications.

In an industry first, Vativ's VTV2310 device supports three independent HDMI inputs, and a selectable single decoded output in a 24-bit digital video format. There is a growing market need for supporting multiple HDMI inputs on a digital TV due to the ever-increasing number of high-bandwidth digital video sources such as HD-DVD players, Blu-ray DVD players, HD-DVD recorders, HD set-top boxes, gaming consoles, and HD-camcorders. VTV2310 is thus ideally suited for viewing content from multiple HDMI capable devices and is the most efficient solution for such applications.

The VTV2310 chip includes a state-of-art patent-pending DSP-based adaptive equalizer. This advanced DSP technology provides unsurpassed HDMI receiver performance by recovering TMDS data error-free even at a cable attenuation of 40dB at 800 MHz. This enables the use of HDMI cables up to 50 meters in length while simultaneously lowering the cost such HDMI cables. In addition, VTV2310 greatly reduces the likelihood of field returns due to cabling problems. Furthermore, Vativ's device provides a very flexible digital TV design by allowing the three independent HDMI inputs to be located anywhere in the TV set, including the front panel of the TV cabinet.

VTV2310 supports all display modes including 1080p, which enables it to accept HD content and transfer it to a TV equipped with an HD display, thus providing the highest

quality HD viewing experience. VTV2310 is fully compliant to the HDMI 1.2a standard and incorporates on chip HDCP decryption engine with factory programmed keys.

The chip consumes a maximum power of 1.5W at the highest pixel rate and is available in a small 15 x 15 mm BGA package. A kit consisting of an evaluation board and simple PC based control software is available to enable TV manufacturers to rapidly and easily integrate VTV2310 into their designs.

Pricing and Availability

VTV2310 IC samples and evaluation kits are available now, with volume production slated for Q3 of 2006. Pricing and additional information on the VTV2310 device is available from Vativ Technologies, Inc., 9339 Genesee Avenue, Suite 130, San Diego, Calif. 92121; phone 858-658-0050; fax 858-658-0580; e-mail hdmi@vativ.com; or on the web at www.vativ.com/hdmi.html.

About Vativ Technologies

Vativ Technologies, Inc. is a fabless semiconductor company focused on providing innovative high-bandwidth, advanced digital signal processing solutions for the digital television and datacom markets. The company's patent-pending advanced DSP based architecture enables higher data rates and lower system cost, while providing greater robustness and higher performance margins required for using low-cost media interconnects. Vativ is headquartered in San Diego, California

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