

## **MIPS Leverages Yahoo TV Widgets for DTV Platforms**



MIPS Technologies, a leading provider of industry-standard processor architectures and cores for digital consumer, home networking, wireless, communications and business applications, announced today integration of an optimized Yahoo! Widget Engine for MIPS-Based digital home devices.

MIPS will develop an optimized reference platform running the Yahoo! Widget Engine for digital TV and set-top box applications. Leveraging this reference implementation, MIPS licensees will be able to quickly develop devices incorporating Yahoo! TV Widgets. Yahoo! TV Widgets enable popular Internet services and online media to reach viewers through applications specifically tailored to the needs of the television watcher.

"This is another important step in our commitment to deliver full solutions, optimizations and reference platforms that speed our customers' product development cycle," said Art Swift, vice president of marketing, MIPS Technologies. "Yahoo! TV Widgets are capable of providing an entirely new connected and personalized television viewing experience. With number one market share in processors for digital TV and other connected digital home markets, MIPS is pleased to be enabling that experience on our customers' platforms to reach the majority of DTV manufacturers."

"Yahoo! enhances the television viewing experience for millions of consumers around the world by bringing personally relevant experiences to Internet-connected TVs," said Arlo Rose, senior director of product management and design, Yahoo!

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Connected TV. "By combining our TV Widget technology with the global distribution of partners like MIPS Technologies, we will further enable consumers to access the exciting content developed by Yahoo! and third-party developers across a broad range of living room devices."

According to Michael J. Palma, IDC Senior Research Analyst for consumer semiconductors, "MIPS Technologies is the leading architecture platform for digital multimedia solutions. The MIPS architecture is the market share leader in processor architectures for digital TVs, digital cable set-top boxes, digital satellite receivers, digital video recorders, DVD players, Blu-ray disc players and IPTV set-top boxes. For the digital TV segment, the MIPS architecture accounts for over half of processors. MIPS is also the number one processor architecture for connectivity solutions including Wi-Fi, DSL consumer premises equipment (CPE) and cable modems."

For more information on Yahoo! Connected TV please visit <http://connectedtv.yahoo.com> [1]

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[1] <http://connectedtv.yahoo.com>