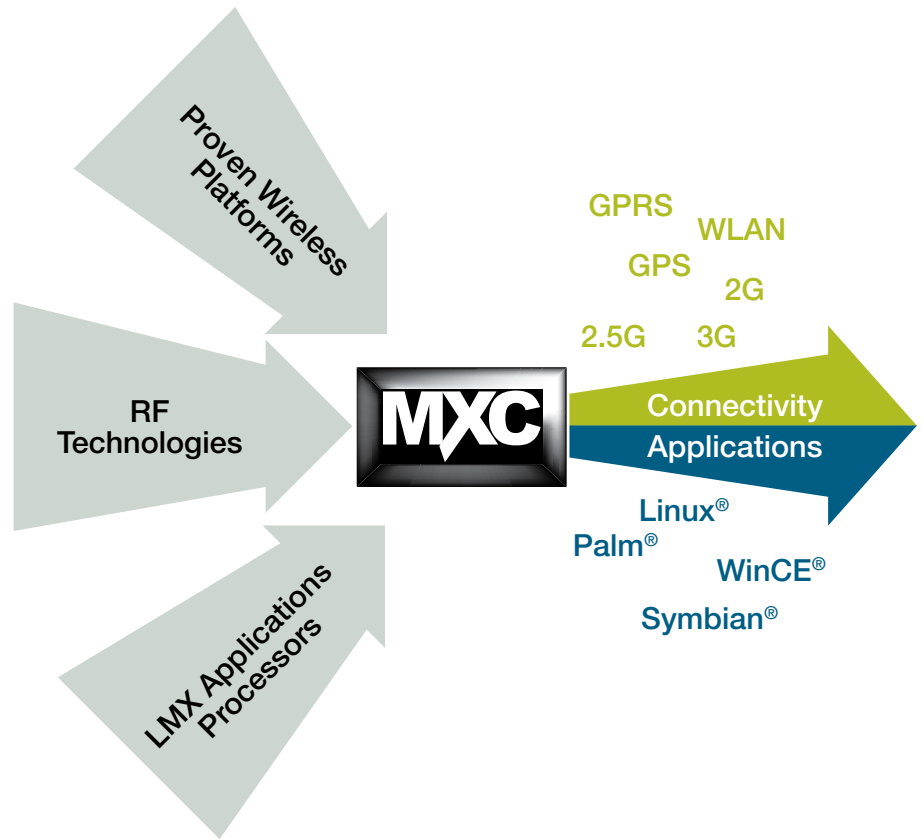




Mobile Extreme Convergence
Rethink the wireless world





Mobile Extreme Convergence (MXC)

Rethink the Wireless World

Feature-rich video phones. Advanced mobile gaming devices. Long-lasting and versatile PDAs. Smart mobile devices are no longer just a lifestyle option: the mobile world has made them a way of life. Consumers and businesses are taking advantage of forward leaps in technology, as phones handle feature-rich applications and handheld devices take over jobs previously performed by PCs, stereos and other consumer electronic products.

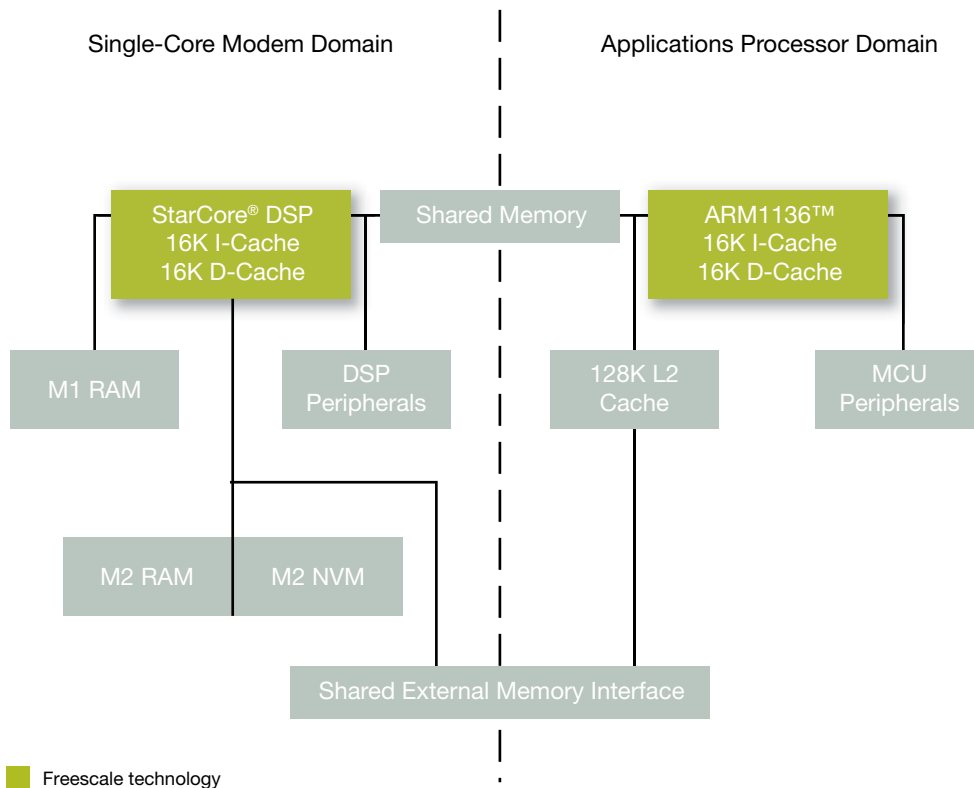
This market demands smart devices that can keep pace with the relentless need for newer, faster, better features and applications, from mobile video to on-the-go 3-D games. Mobile Extreme Convergence is your key to meeting this demand.

The MXC Architecture

The MXC vision encompasses Freescale Semiconductor's industry-leading wireless technology and expertise. It manifests itself first and foremost in the MXC architecture. This architecture builds on our experience in creating highly integrated mobile platforms. It is engineered to simplify and speed the development of a new category of smart wireless devices operating on global and emerging protocols for 2.5G, 2.75G and 3G standards, including GSM, GPRS, EDGE, UMTS, WCDMA and Bluetooth® technology, offering value at every point in the chain, from Original Equipment Manufacturers (OEMs) and developers to carriers and consumers. It enables an enhanced ability to deliver efficiently such popular, portable consumer and enterprise applications as GPS, multimedia messaging, voice activation features, 3-D gaming, digital photos, mobile video, MP3 and MPEG-4 playback, and many other smart wireless applications.

The MXC architecture is not a rehashing of existing architectures, but a rethinking of smart mobile technology. It brings together, in a single core, the communications processing functions and essential building blocks found in our Innovative Convergence® cellular platforms, our local connectivity RF technologies and our i.MX application processors. Applications processing technology is integrated into the chip with a shared memory system and shared peripherals to help reduce complexity, part count, size and system costs, while enhancing multimedia and communications processing performance.

This architectural convergence drives applications that are OS agnostic and are insulated from the vital communications functions; and security technology enabled by both the hardware and software helps you integrate must-have features, such as secure m-commerce transactions. With an MXC-based architecture, your next smart wireless device can deliver a rich, seamless user experience.



MXC300-30 Platform

Based on the revolutionary MXC architecture, MXC300-30 provides a comprehensive platform solution that speeds time to market by simplifying development for manufacturers. By reducing component count and cost, the MXC300-30 platform enables consumers to have handsets that are slim, sleek and stylish. Integrated world-class power amplifier and power management technology helps reduce dropped calls and extend battery life. Advanced packaging techniques put the MXC architecture in a package the size of a postage stamp, literally providing more room to innovate.

First 3G Single-Core Modem

The single-core processor at the heart of the MXC300-30 platform combines a StarCore® SC140e digital signal processor (DSP) operating at up to 250 MHz and an ARM1136™ applications processor core operating at up to 532 MHz. The single-core modem handles the signaling protocol layers

(L1, L2 and L3) for 2.5G, 2.75G and 3G standards including GSM, GPRS, EDGE class 12 and WCDMA.

Applications processing technology is integrated into the chip with a shared memory system and shared peripherals. This eliminates the need for an additional external applications processor and helps to reduce cost. The modem and applications domains run on the same piece of silicon, which means more efficient interprocessor communication, higher performance, exceptional power management and reduced complexity.

Create Applications Faster

While the modem and applications share hardware, they are separated by software. This clean separation dramatically reduces complexity and simplifies software development. Designers can create new applications as quickly as they need to without touching the modem core—speeding time to market by as much as six months. This separation gives manufacturers

comprehensive scalability and flexibility across their portfolios—making it possible to increase functions, decrease development time and free up critical engineering resources. MXC architecture helps reduce part count, size and system costs, while enhancing multimedia and communications processing performance.

Security

By using both hardware and software to enable key security features, the MXC300-30 platform goes beyond today's marketplace needs to address potential future needs for the applications and protocols of tomorrow. By helping to ensure that applications are not able to encroach into the communications space, the architecture can protect against intentional tampering with communication processing as well as accidental downloading of viruses.

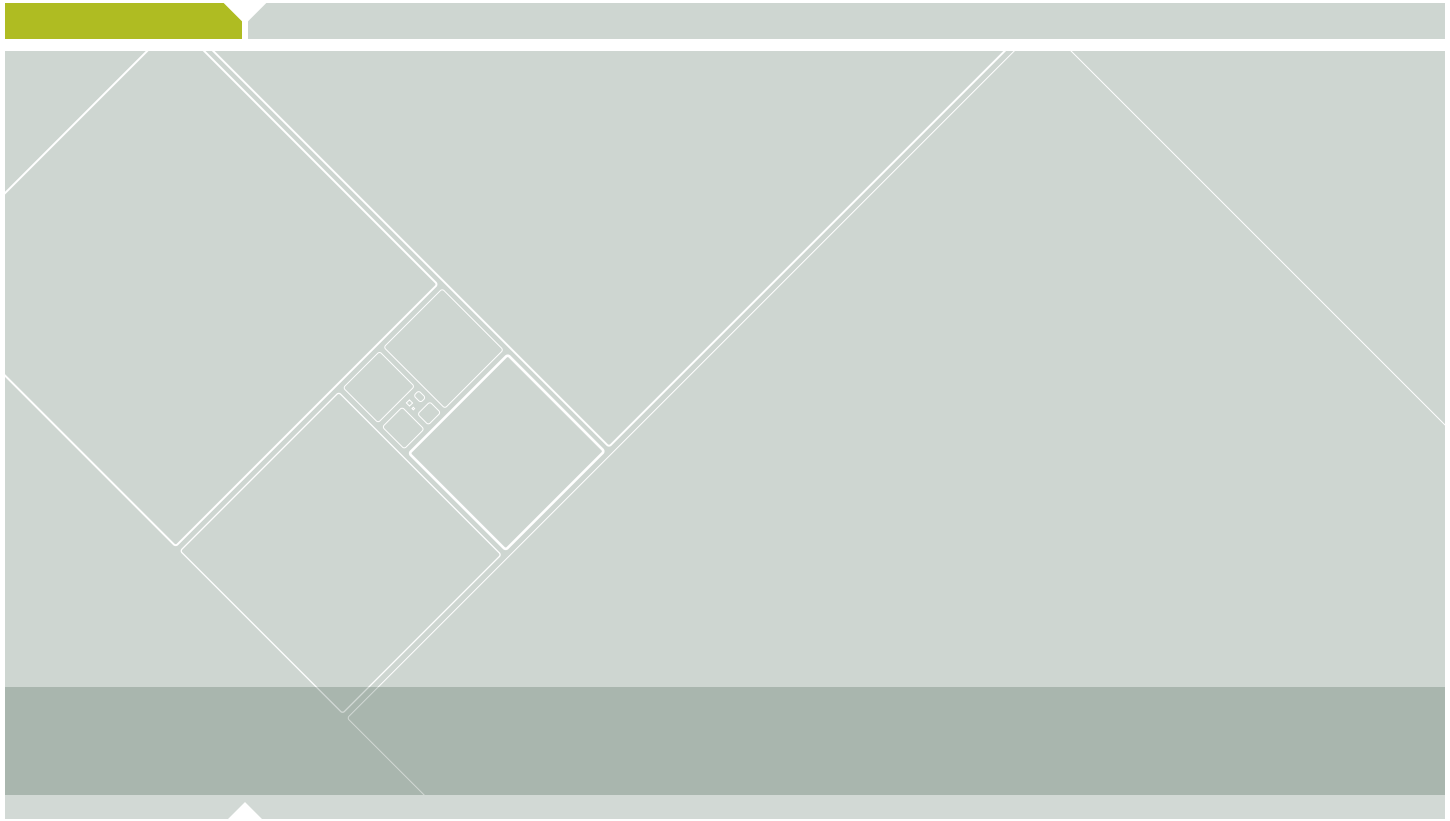
The MXC Vision

The MXC vision comes to life in our wealth of connectivity solutions—from our 2G through 3G cellular and RF and power management products. It gives you unique access to a menu of options that are designed to work together to get your next hot consumer products to market fast. The MXC vision can enable wireless devices to go far beyond today's smartphones as developers are freed to unleash their imaginations.

For OEMs and developers, the MXC vision offers variety without waste. It can help OEMs double or even triple the number and kind of devices they create to bring highly valued applications into the mass market. At the same time, it can help them reduce the cost and effort required to develop those new devices. This single platform targets multiple product designs, from entertainment to enterprise applications. This means OEMs can create multiple versions of a device, suited for multiple markets, without changing the basic core of the design.

In addition, with 75 years of wireless experience and proven wireless expertise, Freescale offers:

- Broad access to middleware and services
- Industry-leading development tools
- A strong developer community



Learn More: For more information on our Mobile Extreme Convergence vision, the MXC architecture and our wireless portfolio, including a list of specific MXC architecture features, visit us at www.freescale.com/mxc.

For current information about Freescale products and documentation, please visit www.freescale.com.