

Saankhya Labs wins the prestigious 2010 TV Innovation Award for Semiconductor Solutions

By Vivek Kimbahune

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IMS Research honors Saankhya Lab's Pruthvi SL1001 TV Demodulator as the most innovative semiconductor solution from the TV Industry for the year 2010 for pioneering unified high-performance reception across the Global Diversity of TV standards.

Saankhya Labs, a pioneering fabless semiconductor company, today announced that IMS Research recognized its Pruthvi Family of Global TV Demodulators as the most innovative semiconductor solution from the TV industry for the year 2010.

Saankhya Labs received the prestigious 2010 TV Innovation Award in December 2010, at the Hyatt Regency Century Plaza Hotel in Los Angeles, California during "TV 3.0 – Innovations in TV & Content Delivery" conference.

The TV Innovation Awards honor the most groundbreaking companies in the television space shaping the future of the TV medium through products and services that define a new TV paradigm.

"The TV Innovation Awards recognize technologies that are most likely to make a radical shift or change in the television landscape," according to Ian Weightman, President IMS Research. "With more than 140 entries received for the 2010 awards, competition was intense. The judges of the Semiconductor category placed high value on the potential TV and set-top box supply chain simplifications that may result from Saankhya Labs' new 'universal' demodulator."

"With the multiplicity of TV standards adopted across the world and the exponential proliferation of TV devices, the TV landscape is changing dramatically. In the absence of a Unified Global broadcast standard, Consumer Electronics OEM's are getting increasingly stretched in supporting the ever-expanding matrix of TV standards" said Dr. Vishwa Kayargadde, CEO of Saankhya Labs. "Now with Saankhya's first product SL1001 of the Pruthvi family of World's first truly Universal TV Demodulators comes the advent of high-performance unified reception of both Digital and Analog TV. The Pruthvi family - based on a highly scalable Software Defined Radio (SDR) platform - makes it possible to address the diversity of TV standards in one chip. This brings tremendous simplification to the design/manufacture of TV receivers and is a highly cost-effective solution for TV OEMs. Saankhya's demodulation products serve a variety of applications such as HDTV, iDTV, Set Top Boxes, Tablet PCs, PC-TV tuners, DVD-Recorders, Portable Media Players and Mobile TV devices".

"Saankhya Labs thanks IMS Research and the eminent jury for this industry-accredited award which we believe is recognition of Saankhya's breakthrough technology and the tremendous value it brings to our customers" said Dr Vishwa.

Saankhya Labs demonstrated the SL1001 at the recently concluded Consumer Electronics Show in Las Vegas from 6-9 Jan 2011.

About IMS Research

IMS Research is a supplier of market research and consultancy services on a wide range of global electronics markets. IMS Research is supported by headquarters in Wellingborough, UK and offices in Austin, Texas and Shanghai, China. IMS Research regularly publishes detailed research on consumer electronics and digital TV markets, among others. For more information, visit <http://>

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About Saankhya Labs

Saankhya Labs is an innovative fabless semiconductor company based out of Bangalore, India. The company is focused on developing the next generation demodulation products for Consumer Electronics and PC TV markets. Saankhya brings to market, industry's First Fully Software Defined Universal TV Demodulator IC that enables large Consumer Electronics OEM/ODM's to build cost effective Global TV receiver chassis. For more details, visit <http://www.saankhyalabs.com>

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