

**NEWS RELEASE**

PR0308E

**Alps Develops “TDA Series” - TV Tuner for Terrestrial Digital Broadcasting**

*One casing is compatible with both digital and analog broadcasting in Europe and North America*

Duesseldorf, Germany, March 19, 2008 – With the TDA series, ALPS ELECTRIC has developed new TV tuners for terrestrial digital broadcasting, which are compatible in common casing with both terrestrial digital and analog broadcasting for Europe and North America. In addition, the company has also prepared products in this series for digital cable TV for China, Europe and other areas.

Terrestrial digital broadcasting is starting all over the world. However, we are now in the switchover period from terrestrial analog to terrestrial digital broadcasting meaning that in some areas only terrestrial analog broadcasting is still provided. Therefore, it was essential to develop products which are compatible with both terrestrial digital and analog broadcasting and/or which meets broadcasting conditions in each destination.

ALPS used to build multiple numbers of tuners which were individually compatible with terrestrial digital and analog broadcasting within the final set. However this posed some problems in both, design flexibility and cost as well as not being ideal for the end-user's convenience who would like to keep watching TV without having to change TV sets or attach other equipment when the area of residence switches to terrestrial digital broadcasting.

This series carries models that are compatible with both terrestrial digital and analog broadcasting for each area in Europe and North America and models for digital cable TV

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broadcasting for China, Europe and other areas. All models come in one common casing realized through our original RF circuit technology and high-definition mounting technology.

ALPS realized a single casing size of 53mm × 38mm × 13mm (W×D×H) that allows compatibility with all broadcasting standards and configurations in Europe, North America and China. Mounting a tuner which meets standards of each area contributes to design flexibility for set makers who develop set products in common global designs.

Improvements in the airtightness rate of the casing, minimizes tuner noise and improves resistance against noise caused by other parts built into the set product.

Tuners which are compatible with both terrestrial digital and analog broadcasting for Europe and North America typically suffer from the problem of noise in the tuner causing a deterioration in the reception quality of the terrestrial analog broadcasting. In order to overcome this weakness, we built the original circuit into the tuner to reduce tuner noise and to realize higher reception quality for the terrestrial analog broadcasting.

## Features

Newly developed TV tuner “TDA Series” for terrestrial digital broadcasting - one casing can receive both terrestrial digital and analog broadcasting.

1. One casing can receive both terrestrial digital and analog broadcasting.
2. Contributes to more design flexibility for set makers through rich variety.
3. Realizes noise release prevention and high noise resistance against other parts.
4. Reduces noise in the tuner through building-in the specific circuit, and improves reception quality for the terrestrial analog broadcasting.

## Principal Applications

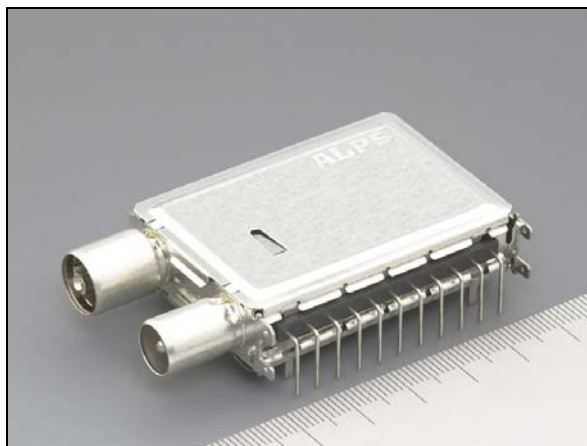
Flat panel TVs, set-top boxes, DVD recorders, etc.

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## Specifications

Destinations	Europe			North America			China, Europe & Others	
Product Names	TDAD Series		TDAG Series	TDAU Series			TDAE Series	
Dimensions (W x D x H)	53.0mm x 38.0mm x 13.0mm							
Demodulation Format	DVB-T		DVB-T& Analog	ATSC	ATSC&NTSC		DVB-C	
Input Frequency Range	UHF 470 to 862MHz		UHF 366 to 862MHz	UHF 378 to 864MHz			UHF 366 to 862MHz	
	VHF 174 to 230MHz		VHF 47 to 366MHz	VHF 54 to 378MHz			VHF 47 to 366MHz	
Output Center Frequency	36.1666MHz			44.0MHz			36.125MHz	
IF Band Width	7MHz, 8MHz			6MHz			8MHz	
Configurations	Vertical	Horizontal /side *	Horizontal /roof top	Vertical	Horizontal /side *	Horizontal /roof top	Vertical	Horizontal /side *
Loop Through	○	○	—	○	○	—	○	○
Supply Voltage	5V Single power supply							
Tuning Control Bus	I <sup>2</sup> C							

\* Horizontal/side type is available in attaching the antenna terminal on both right and left sides.



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For more information on the TDA series please visit  
[http://www3.alps.com/e/npv\\_product/0314\\_TDA/TDA\\_E.PDF](http://www3.alps.com/e/npv_product/0314_TDA/TDA_E.PDF)

#### **ALPS Electric Co., Ltd.**

Since its establishment in 1948 ALPS has grown as a comprehensive manufacturer of electronic components. At present ALPS is creating innovative high-value-added products in its main business segments – Components, Magnetic Devices, Communications, Peripheral Products, and Automotive Electronics – which are contributing to the advance of a digital society. ALPS is a global company that carries out its operations with 23 production bases in 9 countries as well as 57 sales bases in 14 countries. Consolidated net sales in the year ended March 31, 2007 amounted to YEN 708 billion.

**ALPS ELECTRIC EUROPA GmbH**, a subsidiary of ALPS Electric Co., Ltd., was established in 1979. Since 1989, the European Head Office has been located in Düsseldorf, where a team of specialists works in Sales, Marketing, and Product Engineering. The activities of our branch offices in Munich, Paris and Milton Keynes, our sales office in Milan and our European distribution work are co-ordinated from Düsseldorf. ALPS Nordic AB, a 100 percent subsidiary of ALPS ELECTRIC EUROPA GmbH, is based in Sweden and services the Scandinavian market.

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