



## FOR IMMEDIATE RELEASE

2011 International CES  
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[Maxim Booth: 30869](#)

### **Maxim Showcases Leadership in Skype TV Solutions at CES 2011**

*Maxim showcases camera platform of choice for TV and consumer device manufacturers looking to speed time-to-market of Skype-enabled videoconferencing*

**LAS VEGAS, January 6, 2011** -- At the [2011 International CES](#) in Las Vegas, [Maxim Integrated Products](#) (<http://www.maxim-ic.com/>) (NASDAQ: MXIM) is showcasing its impressive [Plugged into Skype](#)<sup>TM</sup> video camera solutions in Maxim booth #30869 as well as in many TV manufacturers' booths. As the camera provider of choice for the widespread release of [Skype](#)-enabled TVs, Maxim is asserting its leadership position in the quickly growing TV videoconferencing space.

"Maxim has integrated Skype into several TV platforms, providing our TV partners with a complete solution consisting of a turnkey Skype HD camera design and customized support," said Manrique Brenes, director of business development for Skype. "We are grateful to be working with Maxim and appreciate their assistance in extending our reach within the television platform category."

In July 2010, Maxim acquired the assets of Trinity Convergence, a UK-based company specializing in integrating videoconferencing services inside embedded systems. This acquisition enabled Maxim to quickly deliver system-on-a-chip (SoC) video conferencing solutions for most Internet-connected TVs based on [SkypeKit](#), a collection of software and application programming interfaces (APIs) that allows virtually any Internet connected device to offer Skype voice and video calls.

In addition to pushing the technology curve, Maxim is helping Skype TV technology gain rapid adoption by making it more affordable and reducing time-to-market for TV manufacturers wanting to add Skype functionality to their TVs.

"We think that it makes a lot of sense to embed the camera in the TV itself instead of as an accessory, and several TV makers are headed this way already," said Brian Gannon, executive director of business management, Maxim. "Maxim's new web camera solution, with its small footprint and very low cost, will simplify this task for our TV customers."

At CES 2011, Maxim is demonstrating a number of new technologies immediately applicable to new Skype on TV designs. In addition to showing the industry's smallest camera for Skype-enabled design, Maxim is also demonstrating new features like Multi-Party Video, Face Tracking, Gesture Recognition and 3D Capture in its private meeting room at the show.

As an early Skype partner, Maxim does not limit itself to enabling Skype on the TV, but is also working to enable Skype on a wide array of devices.

To learn more and See, Hear and Touch the Maxim innovations that enhance the consumer's experience in the latest electronic systems and products, please stop by [Maxim's Booth 30869](#), January 6-9 at the 2011 International CES in the South Hall, Upper Level of the Las Vegas Convention Center or visit [www.maxim-ic.com](http://www.maxim-ic.com).

### **About Maxim**

Maxim Integrated Products is a publicly traded company that designs, manufactures, and sells high-performance semiconductor products. The Company was founded over 25 years ago with the mission to deliver innovative analog and mixed-signal engineering solutions that add value to its customers' products. To date, it has developed over 6400 products serving the industrial, communications, consumer, and computing markets.

Maxim reported revenue of approximately \$2.0 billion for fiscal 2010. A Fortune 1000 company, Maxim is included in the Nasdaq 100, the Russell 1000, and the MSCI USA indices. For more information, go to [www.maxim-ic.com](http://www.maxim-ic.com).

*Note to editors: Skype, SkypeKit and Plugged into Skype are trademarks of Skype.*

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