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Taddiken Biography

100 Millionth Tuner Shipment

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## ► Interview with Bud Taddiken, COO, Microtune

In the second quarter of 2008, Microtune, Inc. shipped its 100-millionth silicon TV tuner chip.

Albert (Bud) Taddiken is Microtune's Chief Operating Officer. As one of the Company's original employees, and as a key contributor to the realization of its breakthrough silicon tuner chip in 1999, he offers a unique perspective on the business and technical impact of Microtune technology on the industry.

**Q:** *Microtune is recognized for inventing the silicon TV tuner. Now that you have reached your 100-millionth tuner shipment, what would you say is significant about this milestone?*

**A:** Successfully developing the world's first single-chip TV tuner was an outstanding engineering breakthrough and one that took years of effort from a small, but dedicated, team that habitually worked 100 hour weeks. Other companies had tried and failed, and many outside of Microtune thought a tuner-on-chip could never be developed. In the end, this engineering feat launched our new company and an entirely new industry.

Reaching the 100-millionth milestone shows that not only did we have 'the right stuff' to pioneer an industry, but we had the dedication to stick with it, improve it, and make it work in the real world — 100 million times.

**Q:** *How has the technology changed and developed from your original tuner chip invention to the products you offer today?*

**A:** So much has changed. Over the last ten generations of our silicon tuners, we have improved performance, reduced power consumption, integrated more and more functions onto the chip, and significantly decreased the cost. Along the way, we found ways to help customers use our new technology to make better products. The bottom line is, we couldn't have reached the 100-millionth milestone without our great customers.

**Q:** *What is unique about Microtune's technology today? How does it lead to competitive advantages for your customers?*

**A:** Our products consistently deliver the highest level of performance, and we support our products with a worldwide team of application and systems engineers. Early on, visionary customers like Scientific-Atlanta (now part of Cisco), ARRIS, and others recognized the value of our technology. They helped us to refine our products by letting us know what they needed to improve their competitiveness in the market-place. I am proud to say that Microtune remains the world's leading silicon TV tuner supplier. More than anything else, our position reflects our customers' trust in us to deliver the tuner performance and price that they need to be successful and to support their designs with superior applications engineering and sales support.



*Microtune's breakthrough silicon TV tuner, the MicroTuner™ MT2000, introduced in 1999 (left) is compared with the company's newest tuner chip, the MT2063 (right), launched this year. Backed by 80 U. S. patents, Microtune has consistently innovated TV tuner chips with smaller geometries, lower power, lower cost, and greater performance.*

**“Microtune remains the world's leading silicon TV tuner supplier.”**

*Bud Taddiken*

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**Q:** *How has Microtune tuner technology – and its miniature size - influenced the worldwide TV reception marketplaces?*

**A:** Our pioneering work has opened the door to many new application possibilities. When we introduced the world's first single-chip silicon TV tuner in January 1999, Electronic Design magazine ran a cover story on our accomplishment. On the magazine's cover, they had a whimsical artist's conception of a pair of glasses with a TV tuner embedded inside. While we haven't seen that happen yet, we have been instrumental in bringing TV to laptop PCs, cars, airplanes, PDAs, and even cellular phones. In addition, cable set top boxes that use our tuners can be fully-featured — incorporating multiple tuners for video recording and embedded cable modem functions — without being bulky and expensive.

**Q:** *What are some of the applications or features that Microtune's tuner invention will make possible in the future?*

**A:** We are already ramping production of the world's first DOCSIS 3.0 tuner – our MT2170 – that enables cable operators to provide incredibly high data rates to their cable modem customers, giving them an important competitive edge over operators that use DSL or fiber. With the digital TV transition, we also see trends to smaller and more portable media that will bring TV to users, anytime and anywhere. We see the automotive industry adapting consumer TV applications and demanding smaller, more robust tuner technology to enable a host of new driver and passenger applications. And, I can imagine a day when flat screen TVs become REALLY flat. There won't be any room to put a bulky TV tuner module in there any more. And truthfully, I think that day is coming very soon...

