CEVA and CellGuide Partner to Offer Software GPS Solution on CEVA-XC

CEVA announced a partnership to offer a software-based GPS solution for the CEVA-XC communications processor. Leveraging CellGuide's GPS/GLONASS software IP, CEVA-XC licensees can add GPS capability to their processor designs without any hardware modifications or increase in die size.

CEVA-XC is a high-performance, scalable, low-power communication DSP designed specifically to overcome the stringent power consumption, time-to-market and cost constraints associated with developing high-performance Software Defined Radio multimode solutions. It supports multiple air interfaces for various applications such as multimode cellular baseband, connectivity, digital broadcast and smart grid. The software-defined nature of the processor enables it to easily perform the intensive GPS computations, completely in software, eliminating the need for dedicated GPS baseband hardware within any CEVA-XC based SoC design. CellGuide's GPS/GLONASS software is specifically architected for integration into mobile processors and can run concurrently with other air interfaces allowing true SDR modem design.

"We are delighted to partner with CEVA to offer our best-in-class GPS/GLONASS software to the broad range of industry-leading customers adopting the CEVA-XC for their cellular baseband processor designs," said Boaz Efroni Rotman, vice president of sales at CellGuide. "Enabling a software GPS approach will allow ultra-low cost integration of high-performance GPS functionality into their baseband processor design, without compromising on performance, power or accuracy."

"We are pleased to announce CellGuide as the latest company to join our CEVA-XCnet partner program," said Eran Briman, vice president, marketing at CEVA. "GPS is a de-facto technology requirement for mobile handset design today. In collaboration with CellGuide, our customers have the ability to add high-performance GPS functionality to CEVA-XC baseband designs without the added expense of hardware modifications."

For more information, visit www.ceva-dsp.com [1].

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[1] http://www.ceva-dsp.com