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[The First 3G Linux Mobile Phone to Cost Less Than \\$100](#)

From NXP and Purple Labs

NXP Semiconductors, the Dutch independent semiconductor company founded by Philips, together with Purple Labs, a French leading supplier of embedded Linux solutions for cell phones, announced today the future release of a 3G Linux-based handset that can provide video telephony, video streaming, high-speed Internet browsing and [music playback](#), all for a price below 100 USD. Apparently the phone will hit the market under the name of "Purple Magic" and is set to serve as a reference design for producers who create entry-level 3G devices, including those that target markets like Eastern Europe, Latin America and South-East Asia. 3G services are mainly available in rich European and Asian countries, first of all because they require high-end (hence expensive) devices. In order to spread 3G coverage in emerging mobile markets, operators need [affordable](#) data-capable handsets, and this is exactly what the new Purple Magic Linux phone is. "During the recent holiday period, mobile operators were purchasing entry-level 3G phones for \$120 to \$145," commented Simon Wilkinson, Chief Executive Officer of Purple Labs. "Leveraging our Linux technology, the Purple Magic design now enables manufacturers to deliver compelling 3G products at a transfer price below \$100." The Purple Magic handset is based on NXP's Nexperia Cellular System Solution 7210 for 3G combined with Purple Labs' Linux suite and will come as a completely integrated, turnkey solution. Based on a single ARM926 processor core, NXP offers highly-capable 3G and 3.5G multimedia platforms, while the Nexperia Cellular System Solutions with Linux can provide support for a real UMTS performance, delivering advanced multimedia features as well as a perfect service coverage in 2G and 3G networks. "NXP believes in Linux as the basis for the next generation of mobile handset innovation," says Dan Rabinovitsj, Senior Vice President and General Manager, Cellular Business, NXP Semiconductors. "We've been working closely with Purple Labs to develop Linux-based mobile terminals that meet the cost and performance requirements of the mass market. Our joint achievement is to bring the advantages of an Open OS environment to the mass market based on industry leading silicon and software." Furthermore, Mr Wilkinson said: "The Purple Magic reference phone clearly demonstrates our combined leadership in the mobile Linux arena. While the mobile Linux industry has largely concentrated on high-end devices, the Purple Magic is the first 3G Linux mass-market reference feature phone available today." The [3G](#) Purple Magic phone will be presented for the first time at the Mobile World Congress in Barcelona, between 11 and 14 February 2008, at the NXP booth, when everyone will get the chance to see how it looks and how its Linux-based OS works.