

NVidia Buys Baseband Developer

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11 May 2011



NVidia acquires baseband processor developer Icera for \$367m in its bid to cement its position in the mobile market.

Icera says it has more than 550 patents (granted or pending) in multi-protocol wireless baseband processors with RF components.

NVidia's plan is simple-- combining Icera's chips with its own Tegra offerings (thus potentially doubling its revenue with each device), while saying it will help OEMs to "improve their their time to market and deliver the requirements of next-generation mobile computing".

Since NVidia losing revenue from its graphics segment, it's not difficult to see why it wants to dip further into the movile market-- where the baseband processor market is apparently worth around \$15Bn a year.

Go [NVidia Plans to Acquire Icera](#)