Broadcom’s New Digital TV Solutions Bring Advanced Functionality and Differentiated Features to TV Manufacturers

Next Generation DTV SoC Solutions Provide Capabilities to Address Video Convergence, Network Connectivity, Image Quality and 3D User Interfaces

IRVINE, Calif., Sept 15, 2008 -- Broadcom Corporation (Nasdaq: BRCM), a global leader in semiconductors for wired and wireless communications, today announced its next generation of digital television (DTV) system-on-a-chip (SoC) solutions that bring advanced functionality and differentiated features to DTV designs to address the U.S. market. Featuring expandable entry-level to high-end design capabilities, the new SoC solutions enable TV manufacturers to enhance the DTV from a commodity display device to a highly differentiated, connected entertainment system. Included in each of these single-chip solutions are an advanced multi-format decoder, Ethernet network connectivity, a 3D graphical user interface, and unique 3D color management, all of which continue to position the TV as the central entertainment appliance for the digital home.

To provide TV manufacturers with the most advanced technology for the growing digital TV market, the company today announced the Broadcom® BCM3548 and BCM3549 single-chip DTV solutions that leverage the advanced design of the Broadcom BCM3556 DTV solution that includes support for digital video broadcast (DVB)-based platforms to address European and Asian markets. These three highly integrated single-chip SoC solutions allow TV manufacturers to offer their customers a variety of the latest features and interactivity. All three chips provide advanced multi-format decoding in support of high definition AVC, H.264, VC-1, AVS and MPEG-2 streams. By supporting H.264, the latest video compression standard, the BCM3548 and BCM3549 enable users to view multimedia and HD content from networked devices, with improved picture quality.

The BCM3548 and BCM3549 each integrates a host of unique features that allow TV manufacturers to create differentiated products, and when combined with improved picture quality, will enrich the consumers’ DTV experience. One such feature is a 3D graphics core that provides consumers with a graphical user interface for flipping, rotating, moving or manipulating images, and enables OEMs to create specialized user interfaces that differentiates the TV from traditional flat, two dimensional user interfaces.

Each of the BCM3548 and BCM3549 also includes home network connectivity via integrated Ethernet media access controller (MAC) and physical layer (PHY) capabilities that enable users to connect with multiple home networking devices such as media servers, PCs, MP3 devices and portable media players (PMPs), and allow access to the magnitude of Internet-based multimedia content. As a result, users can share and stream music, photos, movies and Internet-based media content to and from connected devices and TVs. A high-powered CPU featuring a MIPS® dual core processor is also featured in each new SoC to provide consumers with a fast and responsive 3D graphical user interface and allow TV manufacturers to add additional compute intensive product differentiating applications.

The BCM3548 supports WXGA display resolutions while the BCM3549 supports the full 1080p high definition resolution, and each incorporates a unique 3D color management system, as well as digital, analog and mosquito noise reduction. Also integrated is an advanced picture enhancement processor (PEP) to improve picture sharpness and perform picture post-processing functions. The PEP engine is fully programmable and can be optimized by TV manufacturers to meet their respective quality requirements. As a result, the BCM3548 and BCM3549 enable TV manufacturers with better video quality, sharper images and more accurate color reproduction.

"Broadcom's new DTV solutions provide viewers with better picture quality, Internet connectivity and a 3D user interface," said Dan Marotta, Senior Vice President & General Manager of Broadcom's Broadband Communications Group. "By providing our DTV design partners with differentiated features, they, in turn, can offer consumers digital television solutions that have access to content from the broadcasters, the Internet and the consumers' own home networks."

Technical Information

The BCM3548 and BCM3549 are Broadcom's next generation DTV SoCs that feature advanced video decoders, 3D/2D graphics cores, Ethernet MAC and PHYs, and support for wide screen applications. These features, combined with a high level of integration and best-in-class picture quality, will greatly enhance the DTV experience and enable TV manufacturers to reduce overall system cost and improve picture quality, all with a single SoC. Additional features offered in each chip include:
• Advanced multi-format decoder supporting the following:
  ○ H.264/AVC Main and High Profile to Level 4.1 (HD), Level 3.1 (SD) - HD/SD AVS Jizhun Profile Levels 2.0, 4.0, and 6.0
  ○ VC-1 Advanced Profile @ Level 3, Simple and Main Profiles
  ○ HD/SD MPEG-2 Main Profile at Main and High levels
  ○ MPEG still image decode
  ○ HD DivX® 3.11/4.11/5.x/6x/Home Theater
• 3D/2D OpenGL® ES 1.0-compliant graphics core
• Ethernet MAC and PHY
• Integrated video processing:
  ○ 3D color management
  ○ Digital, analog and mosquito noise reduction
  ○ 1080i motion adaptive de-interlacing with 3:2/2:2 pull-down
  ○ True 10-bit video carried through system
• Extensive audio support:
  ○ AAC LC, AAC LC+SBR Level 2, AAC+ Level 2, AAC-HE
  ○ Dolby® Digital, Dolby Digital Plus, TruSurround XT®
  ○ MPEG 1 Layers 1, 2, and 3 (MP3)
  ○ Windows Media® and Windows Media Pro audio
  ○ Audio DACs, input switch and equalizer
  ○ Dolby Digital, TruSurround XT, MPEG Audio Decoder
• NTSC/PAL decoder with a 3D/2D comb
• 400-MHz dual core CMT MIPS32®/MIPS16e™ class processor
• Integrated NTSC demodulator, ATSC/QAM receivers, and dual-link LVDS transmitters
• Dual HDMI 1.3a receivers
• Dual USB 2.0

Availability and Pricing

The BCM3548 and BCM3549 digital TV SoC solutions are now sampling to early access customers. Pricing is available upon request for manufacturers of digital televisions.

About Broadcom's Broadband Communications Group

Broadcom offers manufacturers a range of broadband communications and consumer electronics system-on-a-chip solutions that enable voice, video, data and multimedia services over residential wired and wireless networks. These highly integrated silicon solutions continue to enable the most advanced system solutions on the market, which include digital cable, satellite and IP set-top boxes and media servers, broadband modems and residential gateways,

high definition and digital televisions, Blu-ray Disc® players and recorders and personal video recorders and media PC technology.

About Broadcom

Broadcom Corporation is a major technology innovator and global leader in semiconductors for wired and wireless communications. Broadcom products enable the delivery of voice, video, data and multimedia to and throughout the home, the office and the mobile environment. We provide the industry's broadest portfolio of state-of-the-art system-on-a-chip and software solutions to manufacturers of computing and networking equipment, digital entertainment and broadband access products, and mobile devices. These solutions support our core mission: Connecting everything®.

Broadcom is one of the world's largest fabless semiconductor companies, with 2007 revenue of $3.78 billion, and holds over 2,800 U.S. and 1,200 foreign patents, more than 7,300 additional pending patent applications, and one of the broadest intellectual property portfolios addressing both wired and wireless transmission of voice, video, data and multimedia.

Broadcom is headquartered in Irvine, Calif., and has offices and research facilities in North America, Asia and Europe. Broadcom may be contacted at +1.949.926.5000 or at http://www.broadcom.com.

Cautions regarding Forward Looking Statements:

All statements included or incorporated by reference in this release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry and business, management's beliefs, and certain assumptions made by us, all of which are subject to change. Forward-looking statements can often be identified by words such as "anticipates," "expects," "intends,"
"plans," "predicts," "believes," "seeks," "estimates," "may," "will," "should," "would," "could," "potential," "continue," "ongoing," similar expressions, and variations or negatives of these words. Examples of such forward-looking statements include, but are not limited to the ability of our digital television decoder product to enable DTV design partners with to offer consumers digital television solutions that have access to multiple forms of content. These forward-looking statements are not guarantees of future results and are subject to risks, uncertainties and assumptions that could cause our actual results to differ materially and adversely from those expressed in any forward-looking statement.

Important factors that may cause such a difference for Broadcom in connection with BCM3548 and BCM3549 DTV decoder products include, but are not limited to

* our ability to timely and accurately predict market requirements and evolving industry standards and to identify opportunities in new markets;
* the rate at which our present and future customers and end-users adopt Broadcom's technologies and products in the markets for next generation DTV, PC, cable, satellite, IPTV and terrestrial set-top box applications;
* delays in the adoption and acceptance of industry standards in those markets;
* general economic and political conditions and specific conditions in the markets we address, including the volatility in the technology sector and semiconductor industry, trends in the broadband communications markets in various geographic regions, including seasonality in sales of consumer products into which our products are incorporated, and possible disruption in commercial activities related to terrorist activity or armed conflict in the United States and other locations;
* the timing, rescheduling or cancellation of significant customer orders and our ability, as well as the ability of our customers, to manage inventory;
* the gain or loss of a key customer, design win or order;

Additional factors that may cause Broadcom's actual results to differ materially from those expressed in forward-looking statements include, but are not limited to the list that can be found at http://www.broadcom.com/press/additional_risk_factors/Q32008.php.

Our Annual Report on Form 10-K, subsequent Quarterly Reports on Form 10-Q, recent Current Reports on Form 8-K, and other Securities and Exchange Commission filings discuss the foregoing risks as well as other important risk factors that could contribute to such differences or otherwise affect our business, results of operations and financial condition. The forward-looking statements in this release speak only as of this date. We undertake no obligation to revise or update publicly any forward-looking statement, except as required by law.

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