



Broadcom Powers the Connected Digital Home at CES 2009

Integration and Convergence Significantly Enhance the Consumer Entertainment and Connectivity Experience in the Home

LAS VEGAS, Jan 06, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- 2009 International CES -- Broadcom Corporation (Nasdaq: BRCM), a global leader in semiconductors for wired and wireless communications, today announced that it will showcase a variety of new technologies for digital video, wireless and mobile communications devices to advance the concept of a fully connected digital home at this week's International Consumer Electronics Show (CES). Broadcom® technology is designed to enhance the way consumers use consumer electronics (CE) devices to share digital content throughout the home, and its demonstrations at CES will touch all facets of the home entertainment ecosystem.

"Our message at CES is clear - the time has come to combine the television with the Internet," said Scott McGregor, President and CEO of Broadcom Corporation. "Consumers increasingly expect to be connected to everything at any time, and our technology on display at CES showcases how Broadcom enables Internet connectivity for consumer electronics products that traditionally have been stand-alone devices. Device manufacturers want innovative technologies that allow them to push the boundaries of product design and deliver the most advanced features, and Broadcom is providing the technology that will usher in a new entertainment, information and connectivity experience for consumers."

Broadcom will preview a wide range of consumer technologies at the company's private suite at CES, located in Meeting Room #35778, South Hall 4, in the Las Vegas Convention Center (LVCC). The technologies to be previewed at CES include:

Connected Digital Home: Broadcom will showcase a DLNA®-enabled connected home at CES. DLNA (Digital Living Network AllianceSM) is a set of standard technologies that run on a variety of devices allowing consumers to access, stream and enjoy digital content seamlessly throughout the home using Wi-Fi®, Bluetooth® and coax connections (such as MoCA® - Multimedia over Coax Alliance). This enables content (such as movies, photos, Internet videos and music) to be transferred to and from CE products, PCs, set-top boxes and mobile devices.

Blu-ray Disc®: Broadcom will demonstrate industry leading Netflix® streaming capabilities on its proven Blu-ray Disc system-on-a-chip (SoC) solution for device manufacturers. Featuring high definition (HD) video playback at 1080p resolution, picture-in-picture video support, and high definition multi-channel audio, the Blu-ray Disc demonstration at CES will bring crisp, clear movie streaming to the television.

Mobile Multimedia: High definition video and audio is on the horizon for mobile phone users. At CES, Broadcom will demonstrate its newest VideoCore® III mobile multimedia processor that enables hours of stunning media applications on a cellular handset. The power-efficient processor allows mobile phones to support HD-quality camcorder recording and playback, 3D gaming, a 12 megapixel camera with advanced effects such as blink and smile detection, and much more.

Bluetooth: Bluetooth is an increasingly popular way to connect mobile phones, headsets, game consoles, TVs, PCs, keyboards and mice, printers, digital cameras and more. As one of the leading suppliers of Bluetooth technology to the CE industry, Broadcom will demonstrate how its products are driving the next wave of advanced remote control applications for gamers and television users.

Cable and Satellite Set-top Boxes: At CES, Broadcom's cable set-top box demo will show how the STB can "talk" to other devices in the home and shift media seamlessly between cellphones, HDTVs and PCs, as well as drive new whole-home DVR functionality. Broadcom continues to fuel the satellite television industry with technical innovations and highly integrated single-chip solutions that reduce power, PCB size complexity and overall system cost, while enabling the next generation of affordable, high power set-top boxes for satellite television providers.

GPS (Global Positioning Systems): In addition to its family of GPS receiver solutions, Broadcom will demonstrate a unique worldwide reference network that accelerates the acquisition of location data for advanced positioning applications. This network consists of globally diverse, 'always-on' receivers that track the GPS satellites throughout their complete orbit. As a result, millions of mobile phones and navigation devices can access location data via an IP connection, eliminating the slow process of satellite hunting while establishing almost immediate GPS location fixes.

Advanced DSL Communications: Broadcom will demonstrate next generation communications technologies for the xDSL market, including multi-mode VDSL2/ADSL2+ central office (CO) and customer premises equipment (CPE) solutions that support high definition video, voice over Internet protocol (VoIP) and 802.11n wireless connectivity.

Digital Television: Broadcom will showcase new solutions that integrate leading technologies from the recently acquired AMD digital television business including a complete 120Hz advanced video coding (AVC) connected TV platform that enables consumers to access Internet-based web sites, home network-based digital photos, music and videos, and video-on-demand (VoD) services on TVs. Broadcom will also demonstrate super resolution technology enabling manufacturers to significantly upgrade the quality of Internet and standard definition (SD) content for an enhanced viewing experience on large screen TVs.

IPTV: Broadcom will demonstrate its industry-leading Internet connectivity and application processor performance that combine to deliver a broadband entertainment platform that will deliver Internet content and personal media to the TV; additional collaborations further enhance the home entertainment experience enabling seamless viewing of rich Internet content on TVs.

Wi-Fi/WLAN: Broadcom is driving Wi-Fi into a multitude of CE devices, from PCs and home networking gear, to mobile phones and video equipment. On display at CES will be Broadcom's industry-leading 802.11g and 802.11n solutions that push the boundaries of performance to provide reliable wireless connectivity throughout the digital home. Broadcom will also show its latest combination chips that bring Wi-Fi, Bluetooth and FM capabilities to battery operated devices, supporting today's most demanding data and media applications.

Voice-over-IP: Broadcom will demonstrate the results from successful new VoIP partnerships, showcasing how its innovative desktop, mobile and residential home IP phone and services solutions deliver a complete multimedia VoIP experience.

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 3,000 U.S. and over 1,300 foreign patents, more than 7,500 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 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, our demonstrations at CES. 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 Broadcom chips that support connected digital home technology include, but are not limited to

- Possible disruption in commercial activities related to terrorist activity or armed conflict in the United States and other locations;
- Changes in our product or customer mix;
- The effects of natural disasters, public health emergencies, international conflicts and other events beyond our control; and
- 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.

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/Q42008.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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