



## **Sharp and Broadcom Deliver Innovative Bluetooth(R) Technology to Digital Televisions**

### **Sharp Adopts Broadcom's BCM2046 Bluetooth Solution in AQUOS(R) XS1 LCD TVs for Japanese Market**

LAS VEGAS, Nev. - 2009 International CES - January 9, 2009 - Broadcom Corporation (Nasdaq: BRCM), a global leader in semiconductors for wired and wireless communications, has teamed with Sharp Electronics Corporation to deliver innovative Bluetooth® technology for next generation digital television (DTV) products. As a result of this collaboration, Sharp is now shipping its new AQUOS® XS1 series of digital televisions with built-in Bluetooth from Broadcom featuring the BCM2046 single-chip Bluetooth receiver in both the television and the remote control. Drawing on the leadership and technological expertise of both companies, the integrated Broadcom® solution further enhances the user experience and helps position Bluetooth as an increasingly important technology in consumer electronics (CE) devices.

Along with many other CE devices, television sets are evolving into sophisticated digital devices with increasingly advanced built-in functions that enable the TV to provide new applications (such as digital picture and media access to Internet-based web sites, home network-based photos, music and video), as well as new services. After establishing strong positions in cellular handsets, PCs and wireless headsets, Bluetooth (the world's leading wireless user interface technology) is now moving into other CE segments to help shape the experience of using these increasingly advanced devices. Broadcom projects that the combined worldwide market for key consumer electronics devices (such as set-top boxes, digital televisions and MP3 players) will result in approximately 454 million units shipped in 2009.

#### **Sharp Digital TV Integrates Bluetooth**

Sharp recently unveiled its AQUOS XS1 series of LCD TVs, available in 65- and 52-inch diagonal screens, with a broad range of advanced features. The XS1 includes premium, integrated sound, an external TV tuner unit that comes with a digital/analog TV tuner, and all of the connections and slots to connect everything from a home theater to a digital camera. The cutting edge features of the XS1 complement the DTV's advanced Bluetooth remote control that utilizes a touch screen display.

"Bluetooth is moving beyond its cellular handset roots to transform the user experience of cutting-edge devices in the home consumer electronics market, with the new Sharp® AQUOS digital televisions highlighting the power of this proven technology," said Craig Ochikubo, Vice President & General Manager of Broadcom's Wireless Personal Area Networking line of business.

#### **Bluetooth in CE Remote Control Applications**

Bluetooth fulfills two key roles in next generation digital TV designs, impacting the remote control and the user interface. The remote control takes advantage of Bluetooth to allow viewers control over all aspects of the television while also receiving feedback from the set for display on the remote's display. Since Bluetooth is a radio technology, the remote control does not require a line-of-sight connection with home electronics devices, which in turn, allows the remote to be used from any room in the house. Other remote control technologies, such as standard infrared or IrDa, require line-of-sight connections that limit the remote's use by distance.

Bluetooth's second key role in DTV design is as a media transfer interface. Since Bluetooth-enabled mobile phones can perform a "picture push" function (transferring images from the handset to another device), digital televisions, PCs or other devices can receive and display images via Bluetooth. Additionally, consumers can listen to their television programs over wireless stereo headsets with the latest Bluetooth technology, allowing multiple headset users to enjoy the same stereo audio stream simultaneously.

#### **Broadcom's Bluetooth Product Family**

Having shipped over one billion Bluetooth products, Broadcom offers the most complete family of Bluetooth silicon and software solutions for mobile phones, PCs, wireless headphones and headsets, peripherals, gaming and other applications. Broadcom's Bluetooth solutions are widely recognized in the industry as the most broadly deployed and feature-rich solutions. The world's largest manufacturers of consumer electronics, mobile phones and personal computer products rely on Broadcom Bluetooth technology to provide their customers with a unique, intuitive and rich user experience, increasingly free of wires and cables.

#### **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](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 combined worldwide market for key consumer electronics devices. 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 BCM2046 Bluetooth receivers include, but are not limited to

- Trends in the wireless 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 rate at which our present and future customers and end-users adopt Broadcom's technologies and products in the markets for Bluetooth applications;
- Changes in our product or customer mix;
- The volume of our product sales and pricing concessions on volume sales;
- Our ability to timely and accurately predict market requirements and evolving industry standards and to identify opportunities in new markets; and
- Competitive pressures and other factors such as the qualification, availability and pricing of competing products and technologies and the resulting effects on sales and pricing of our products.

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](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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