



Broadcom NFC Innovation Wins Product of the Year in EETimes-China's Annual Creativity in Electronics (ACE) Awards Program

Breakthrough NFC Chip Recognized by Chinese Engineers for Driving Next Generation of Mobile Payments and Consumer Electronic Connectivity

BARCELONA, Spain, Feb. 27, 2012 /PRNewswire/ -- Mobile World Congress 2012

News Highlights:

- Chinese engineers choose Broadcom's near field communications (NFC) chip family as Product of the Year
- BCM2079x solutions are the industry's first NFC chips manufactured in 40 nm CMOS process for smaller size and the industry's lowest power consumption
- Broadcom's NFC solutions enable simplified connectivity with Wi-Fi and Bluetooth for new innovations in device-to-device data/video transfer, pairing and connections

Broadcom Corporation (NASDAQ: BRCM), a global innovation leader in semiconductor solutions for wired and wireless communications, today announced its family of NFC chips were honored with an EETimes-China Annual Creativity in Electronics (ACE) Award for Product of the Year. Chosen by engineers in China, the ACE Product of the Year awards recognize the products and companies that have enabled local engineers to develop sophisticated and innovative electronics products. Visit [Broadcom @ Mobile World Congress](#) for more news from the show.

Broadcom's BCM2079x family is designed to drive the mass deployment of NFC in consumer electronics devices. With a powerful combination of power, size and functional requirements, the chips provide the advanced capabilities required by OEMs to ignite NFC adoption in consumer electronics. The proliferation of NFC has the ability to expand the usefulness of smartphones and inspire a range of new applications built on the ability to create simple, secure connections between devices and enable services with a touch of the phone.

Broadcom will be demonstrating its NFC innovations this week at Mobile World Congress 2012 in Barcelona. For more information on the show, please visit [Broadcom @ Mobile World Congress](#), the [Broadcom Connected blog](#) and [Facebook/Broadcom](#).

Quotes:

Craig Ochikubo, VP and GM, WPAN line of business, Broadcom

"The fact this award is chosen by our engineering community in China speaks volumes. NFC has the potential to transform the use of smartphones. Not only is there the contactless mobile payments and ticketing opportunity, but equally or more exciting is the ability to enable radically simplified connectivity between the handset and other devices like Bluetooth headsets and Wi-Fi-enabled digital televisions. We're honored that our industry recognizes the disruptive potential of NFC. We firmly believe that NFC is opening the doors to next evolution of wireless innovation."

Supporting Resources:

- [Broadcom NFC Solutions](#)
- [BCM2079x Family Product Page](#)
- [Broadcom Connected Blog](#)
- Subscribe to Broadcom's RSS Feed: [Mobile and Wireless News](#)

About Broadcom

Broadcom Corporation (NASDAQ: BRCM), a FORTUNE 500® company, is a global leader and innovator in semiconductor solutions for wired and wireless communications. Broadcom® products seamlessly deliver voice, video, data and multimedia connectivity in the home, office and mobile environments. With the industry's broadest portfolio of state-of-the-art system-on-

a-chip and embedded software solutions, Broadcom is changing the world by Connecting everything®. For more information, go to www.broadcom.com.

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Contacts

Press

Susan Vander May
Sr. Manager, Public Relations
408-922-6161
susanv@broadcom.com

Investors

Chris Zegarelli
Director, Investor Relations
949-926-7567
czegarel@broadcom.com

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