



## Broadcom Automotive Technology Named "Product of the Year" by Electronic Products China

### BroadR-Reach® Technology Recognized for Enabling Next Generation Connected Car

IRVINE, Calif., April 3, 2012 /PRNewswire/ --

#### News Highlights:

- Broadcom's innovative use of Ethernet technology selected among hundreds of new products
- World's first Ethernet automotive solution to deliver 100Mbps over unshielded single twisted pair cable
- Delivers high-bandwidth connectivity for in-vehicle network applications (driver assist, diagnostics, infotainment)
- Reduces connectivity costs up to 80 percent(1) and cabling weight as much as 30 percent(2)

Broadcom Corporation (NASDAQ: BRCM), a global innovation leader in semiconductor solutions for wired and wireless communications, today announced that its [BroadR-Reach® automotive portfolio](#) has been named "Product of the Year" by [Electronic Products China](#) (EPC). Broadcom's BroadR-Reach technology was selected among hundreds of new products from throughout the industry for its open architecture and unique ability to significantly reduce vehicle connectivity costs and cabling weight. As the world's first to deliver 100Mbps over unshielded single twisted pair cable, the BroadR-Reach automotive portfolio enables auto manufacturers and OEMs to migrate from multiple closed applications in vehicles to an open, scalable Ethernet-based network. For more news, visit Broadcom's [newsroom](#).

As consumer demand for in-vehicle connectivity continues to grow, automotive manufacturers are under pressure to deliver competitive, innovative features while minimizing cost. Engineered to meet the rigorous qualifications and demands of the automotive market, [Broadcom's BroadR-Reach automotive solutions](#) allow multiple in-vehicle systems (such as infotainment, on-board diagnostics and automated driver assistance) to simultaneously access information over unshielded single twisted pair cable. By eliminating cumbersome, shielded cabling, automotive manufacturers can significantly reduce connectivity costs and cabling weight.

The [Broadcom automotive Ethernet product portfolio](#) consists of five devices including three highly integrated switches with embedded PHYs, and two stand-alone PHY solutions. Each device in the automotive portfolio is designed to meet in-car EMC requirements and extreme automotive temperature grades. Broadcom is TS16949 compliant and AEC-Q100 qualification is currently under way.

Electronic Products China's "Product of the Year" Award is organized by the 21IC Chinese electronic network. The award's comparison and selection criteria are based on more than 30 years of experience from its North American sister publication, Electronic Products. The winners are evaluated, discussed and finalized according to the following three standards: whether the product is prominent in the technical or functional aspect; whether the product is able to be improved according to the development trend of the technology or application; and whether the product is easy to be developed and applied.

#### **The OPEN Alliance Special Interest Group (SIG)**

The [OPEN \(One-Pair Ether-Net\) Alliance SIG](#) is designed to encourage wide scale adoption of Ethernet-based, single pair unshielded networks as the standard in automotive applications. Jointly developed by founding members Broadcom Corporation, NXP Semiconductors N.V., Freescale Semiconductor, Harman International, BMW and the Hyundai Motor Company, the OPEN Alliance SIG is focused on addressing industry requirements for improving in-vehicle safety, comfort, and infotainment, while significantly reducing network complexity and cabling costs. License to specification for BroadR-Reach is available to all interested OPEN Alliance members under RAND terms via a license from Broadcom. Visit [www.opensig.org](http://www.opensig.org) to learn more.

For ongoing news, visit Broadcom's [Newsroom](#), read the [B-Connected Blog](#), or visit [Facebook](#) or [Twitter](#). And to stay connected, subscribe to Broadcom's [RSS Feed](#).

#### **Quotes:**

## Scott Li, Vice Executive Editor, Electronic Products China

*"Broadcom's BroadR-Reach automotive technology is highly deserving of EPC's 'Product of the Year' award. The company's innovative use of Ethernet technology, its open architecture, and its unique ability to reduce cabling and connectivity costs make it a winning solution for auto manufacturers, OEMs and consumers."*

## Dr. Ali Abaye, Broadcom's Senior Director, Product Marketing, Infrastructure and Networking Group

*"We're honored that Broadcom's BroadR-Reach automotive portfolio has been selected 'Product of the Year' by Electronic Products China. This innovative technology is not only transforming connectivity in cars, it's doing so in a way that's quickly gaining support from a growing number of auto manufacturers and tier-1 OEMs. This award is a reflection of that accomplishment as well as a key indication that our technology is gaining acceptance on a global scale."*

### Resources:

[Broadcom Automotive Featured Products Page](#)

(1) Based on current market prices for unshielded single twisted pair FlexRay cables and weight of two-meter twisted, single-pair FlexRay cables and connectors

(2) Based on combined weight of 2-meter twisted, single-pair FlexRay cables and connectors versus 2-meter LVDS cables with LVDS connectors

### 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](http://www.broadcom.com).

*Broadcom®, the pulse logo, the Connecting Everything logo and BroadR-Reach® are among the trademarks of Broadcom Corporation and/or its affiliates in the United States, certain other countries and/or the EU. Any other trademarks or trade names mentioned are the property of their respective owners.*

#### Contacts

##### **Press**

John Jätinen  
Manager, Public Relations  
949-926-3462  
[john.jatinen@broadcom.com](mailto:john.jatinen@broadcom.com)

##### **Investors**

Chris Zegarelli  
Director, Investor Relations  
949-926-7567  
[czegarel@broadcom.com](mailto:czegarel@broadcom.com)

SOURCE Broadcom Corporation; BRCM Infrastructure & Networking

News Provided by Acquire Media