



Zinwell Selects Broadcom's DTV SoC Solution for Superior Picture Quality, High Performance and Advanced Functionality

Broadcom's DVB-Based TV Technology, Integrated in Zinwell's ZAV-350 LCD HDTV, Now Shipping in Europe

BERLIN, Sept 03, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- IFA 2009 -- Broadcom Corporation (Nasdaq: BRCM), a global leader in semiconductors for wired and wireless communications, today announced that Zinwell Corporation, a leading Taiwanese provider of LCD televisions, has selected its BCM3556 digital television (DTV) system-on-a-chip (SoC) solution designed for digital video broadcast (DVB)-based platforms that address the European market. The Broadcom(R) BCM3556 video decoder solution integrated in Zinwell's LCD HDTV ZAV-350, which is currently shipping in Europe, enables superior picture quality, high performance and a host of features that enrich the viewers' TV experience.

The Broadcom BCM3556 DTV SoC includes an advanced feature set that supports multi-format picture decoding in support of high definition (HD) AVC, H.264, VC-1, AVS and MPEG-2 streams. By supporting H.264, the latest video compression standard, the BCM3556 enables users to view multimedia and HD content with improved picture quality at lower bandwidth when accessing content from other consumer devices in the home. The BCM3556's support of H.264 also provides access to H.264 broadcast content without the need of an additional decoder within the digital television.

"We are very pleased that Zinwell selected our DVB-based solutions for their latest HDTV product line addressing the growing digital TV market in Europe," said Dave DiOrio, Vice President & General Manager for Broadcom's DTV line of business. "The key to success in this market is the ability to meet customer demands for superior picture quality, highly integrated features and outstanding performance. We look forward to our continued collaboration with Zinwell as they deploy our advanced technologies for next generation LCD TVs."

"We consistently strive to design best-in-class products that further enhance and improve the consumer entertainment experience," said Richard Lin, President of Zinwell. "Together with Broadcom, our designs will enable superior picture quality and performance on DVB-based televisions."

Technical Information

The BCM3556 is Broadcom's next generation DTV SoC solution that features an advanced video decoder, 3D graphics core, Ethernet media access controller (MAC) and physical layer (PHY) device with support up to 1080p HD resolutions. These features, combined with a high level of integration and picture quality, greatly enhance the DTV experience and enable TV manufacturers to reduce overall system cost and improve picture quality, all with a single SoC. Broadcom's single-chip solution features global connectivity standards such as a digital video broadcast-terrestrial (DVB-T) demodulator, phase alternating line (PAL), sequential color with memory (SECAM) video support, and near instantaneous compounded audio multiplex (NICAM) audio support.

The BCM3556 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 each TV manufacturer to meet their respective quality requirements. As a result, the BCM3556 SoC enables TV manufacturers with better video quality, sharper images and more accurate color reproduction.

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(R).

Broadcom is one of the world's largest fabless semiconductor companies, with 2008 revenue of \$4.66 billion, and holds over 3,450 U.S. and over 1,350 foreign patents, more than 7,350 additional pending patent applications, and one of the broadest

intellectual property portfolios addressing both wired and wireless transmission of voice, video, data and multimedia.

A FORTUNE 500(R) company, 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, the market and demand for DTV decoder products, our position in that market, references to the future functionality of DTV solutions, and our collaboration with Zinwell. 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 BCM3556 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; and
- 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/Q32009.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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