



LG Electronics Selects Broadcom's DVB-Based Digital TV Solution for New Line of HDTVs

Broadcom's DTV Technology Combines DVB Standards with Advanced Functionality for Premium Picture Quality, High Performance and Worldwide Compatibility

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 its highly integrated and advanced BCM3556 digital TV (DTV) system-on-a-chip (SoC) solution has been selected by LG Electronics (LG) for its new line of DVB-based HDTVs and will be demonstrated at IFA 2009. Designed for digital video broadcast (DVB)-based platforms, the Broadcom(R) BCM3556 video decoder SoC enables superior picture quality, high performance and a host of features to greatly enhance the consumers' entertainment experience.

The BCM3556 is Broadcom's next generation DTV SoC solution that features an advanced video decoder, 3D graphics core and support for either WXGA or 1080p high definition (HD) resolutions. This single-chip solution supports 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. To support advanced home network connectivity, the BCM3556 includes an integrated Ethernet media access controller (MAC) and physical layer (PHY) device that enables the chip to connect with multiple home networking devices such as media servers, PCs, MP3 and portable media players. As a result, users can share and stream music, photos and movie content to and from connected TVs.

"LG's latest HDTV products illustrate our combined commitment to develop and deliver advanced TV solutions that offer support for worldwide compatibility and next generation functionality," said Dan Marotta, Senior Vice President & General Manager of Broadcom's Broadband Communications Group. "We look forward to continue powering next generation LG televisions that meet the worldwide demand for high-quality entertainment in the home."

BCM3556 Technical Information

The Broadcom BCM3556 enables TV manufacturers to create products that offer distinguishing features and aid in the evolution of DTV from a commodity display device to a highly differentiated entertainment system. One such feature is a 3D graphics core that provides viewers with a graphical user interface (GUI) for flipping, rotating, moving or manipulating images, and enables manufacturers to create specialized user interfaces that differentiate the TV from traditional flat, two-dimensional user interfaces.

The advanced feature set of the BCM3556 includes multi-format picture decoding to support high definition AVC, H.264, VC-1, AVS and MPEG streams. By supporting H.264 (the latest video compression standard), the BCM3556 solution 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 network. Support of H.264 provides access to H.264 broadcast content without the need for an additional decoder within the digital TV.

To round out the BCM3556 capabilities, a high-powered CPU featuring a MIPS(R) dual core processor provides viewers with a fast and responsive user interface to content from either traditional broadcast sources, as well as from personal or Internet content. Also, the BCM3556 integrates an advanced picture enhancement processor (PEP) that provides better video quality, picture sharpness and more accurate color reproduction.

About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of \$44.7 billion, LG is comprised of five business units - Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world's leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both A Global Partner of Formula 1(TM) and A Technology Partner of Formula 1(TM). As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lge.com.

About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a top global player in flat panel displays, audio players and video products for the consumer and professional markets. LG's product areas include LCD and plasma televisions, home theater systems, Blu-ray disc players, audio components and video players, and plasma display panels, among others. While focusing on creating feature-rich devices, the company is also pursuing stylish designs and pushing technological boundaries to improve the home entertainment 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(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, and references to the future functionality of DTV solutions. 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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