



Humax Selects Broadcom's DTV and Panel Processor Technology for DVB Televisions

European DVB TVs to Benefit from Broadcom's Advanced Functionality and Premium Picture Quality

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 Humax has selected its Broadcom(R) BCM3556 digital television (DTV) system-on-a-chip (SoC) solution and Broadcom BCM35421 panel processor to enable the design of next generation digital video broadcast (DVB)-based platforms that address the European market. Humax is a leading supplier of DVB-based high quality, feature-rich digital TV products including digital TV recorders, high definition (HD) set-top boxes (STBs) and HD-ready integrated DTVs with built-in personal video recorders (PVRs). Broadcom's HDTV and panel processor technology will be integrated in Humax's next generation HDTVs for the European market, scheduled to be available in Q1 2010.

The Broadcom BCM3556 DTV SoC solution includes an advanced feature set that supports multi-format picture decoding for high definition AVC, H.264, VC-1, AVS and MPEG-2 streams, a high performance CPU and networking support with an integrated Ethernet media access controller (MAC) and physical layer (PHY) device. The BCM35421 panel processor is a motion-compensated frame rate converter based on sophisticated algorithm development which enables better visual clarity and overall picture quality by significantly reducing LCD motion blur, visual artifacts and film judder (a shaking or wobbling effect).

"As the European market continues to grow and require increasingly advanced HDTV solutions, we are pleased that Humax selected our highly integrated, high performance DVB-based HDTV and panel processor solutions for their next generation product line," said Dave DiOrio, Vice President & General Manager for Broadcom's DTV line of business. "We look forward to our continued collaboration with Humax in addressing future high definition television capabilities in Europe."

"We are committed to designing advanced televisions and partnering with leading providers like Broadcom to enable superior picture quality, performance and next generation functionality that further enhances and improves the TV viewing experience in the home," said Jong-Uk Kim, Ph.D. Executive Vice President, Head of R&D Department, HUMAX Co., Ltd. "We are pleased to be working with Broadcom to deliver high performance DVB-based HDTV platforms in the future."

Technical Information

The BCM3556 is Broadcom's next generation DTV SoC solution that features an advanced video decoder, 3D graphics core, Ethernet MAC and PHY 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.

The BCM35421 panel processor provides motion compensation and frame rate conversion based on enhanced phase-plane correlation technology that supports high quality visual processing for LCD televisions up to full 1080p HD resolution. In conjunction with Broadcom's innovative, high performance mediaDSP(R) engine, the panel processors implement special FRC algorithms to improve LCD TV picture quality, and reduce motion blur and film judder.

The panel processor supports full HD 1080p input and output video resolutions on low voltage differential signaling (LVDS) input and output ports accepting both film (movie) and video source formats. An application programming interface (API) is also supported, enabling manufacturers to select from several FRC modes and picture quality settings, such as choosing a specific FRC strength or a special PC mode (frame repeat) for gaming applications.

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 and panel processor products, our position in those markets, 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 and BCM35421 panel processor 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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