Broadcom Accelerates Flash Based Entertainment for Mobile Phones

Broadcom's VideoCore(R) Multimedia Processor and Adobe(R) Flash(R) Lite(TM) Software Enable New Options for Accessing Multimedia Content on Mobile Phones, Improving the Mobile Internet Experience

BARCELONA, Spain, Feb 16, 2009 /PRNewswire/ -- 2009 MWC -- Broadcom Corporation (Nasdaq: BRCM) today announced the integration of the Adobe(R) Flash(R) Platform into Broadcom's advanced multimedia processor system-on-a-chip (SoC) solution featuring the company's latest version of VideoCore(R) mobile multimedia technology. The development provides users with accelerated viewing of Flash content with new options for accessing multimedia on their mobile phones, paving the way for rich Flash-based entertainment experiences.

Adobe Flash Lite(TM) 3.1 software acceleration is now supported in the Broadcom(R) BCM2727 mobile multimedia processor enabling mobile phone users to quickly access and view Flash based content and applications from popular online providers and entertainment sites. With Adobe Flash as the number one video platform on the web, coupled with Broadcom's leadership position in low power multimedia processing, the collaboration will enable a high quality viewing experience that is consistent with a PC experience, including faster rendering and control of web pages across mobile phones. Broadcom will demonstrate Adobe Flash support on its BCM2727 multimedia processor at this week's 2009 Mobile World Congress (MWC) show in Barcelona, Spain.

"Accelerating Adobe Flash with our VideoCore processor provides an essential advantage in accessing and viewing rich multimedia content in future handheld devices," said Mark Casey, Vice President & General Manager of Broadcom's Mobile Multimedia line of business. "Our VideoCore architecture optimizes the Adobe Flash Lite performance at lower power consumption, paving the way for a more exciting mobile web entertainment experience for cell phone users."

"Mobile devices provide great opportunities for consumers to experience rich and consistent web content and applications on the go," said Michele Turner, vice president for Product Marketing, Platform Business at Adobe. "Broadcom's leadership in designing highly integrated and advanced mobile platforms provides another excellent vehicle for the over one million Flash developers to deliver their innovative content."

Technical Information

The combination of graphics, animation and video rendering, as utilized in Adobe Flash, presents unique challenges on a power constrained mobile handset with limited space for multiple processing components. The BCM2727 mobile multimedia processor with its VideoCore III architecture employs dual core vector processors that are tightly coupled with hardware accelerators for video, image processing and 2D/3D graphics, and performs the multimedia processing in one chip that would otherwise require multiple chipsets to accomplish. Substantial performance increases for mobile imaging, graphics, video and gaming applications can also be achieved while preserving ultra-low power -- a hallmark of the VideoCore architecture.

The VideoCore III architecture is ideally suited for Flash Lite, accelerating multiple tasks including vector-based 2D graphics using the OpenVG(TM) standard, as well as Flash-specified video codecs (H.264, On2 VP6 and Sorenson Spark) and Flash specified audio codecs (MP3 and HE-AAC). As a result, VideoCore III enables smoother playback of Flash content in mobile devices at higher frame rates and lower power in comparison to current approaches. This powerful BCM2727 mobile multimedia processor is expected to be available in select mobile phones beginning in the fourth quarter of 2009.

Adobe Flash Platform

Adobe Flash is the most widely distributed technology on the web, enabling virtually anyone to view and interact with a vast selection of rich content. With Adobe Flash Player supporting all major operating systems and browsers, Flash technology has become the number one video platform on the web. 98 percent of Internet-connected desktops have Adobe Flash Player installed and close to 1 billion devices have shipped with Flash Lite to date. Adobe Flash Player is a key component of the Adobe Flash Platform, a complete system of integrated tools, frameworks, clients and servers to develop Web applications, content and videos. For more information, visit http://www.adobe.com/flashplatform.

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 3,100 U.S. and over 1,400 foreign patents, more than 7,600 additional pending patent applications, and one of the broadest intellectual property portfolios addressing both wired and wireless transmission of voice, video, data and multimedia.

Broadcom is headquartered in Irvine, Calif., and has offices and research facilities in North America, Asia and Europe. Broadcom may be contacted at +1.949.928.5000 or at http://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 demand and functionality for our mobile multimedia processor products, our position in that market, and the timing of volume production for BCM2727 mobile multimedia processors with VideoCore III architecture. 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 BCM2727 mobile multimedia processors with VideoCore III architecture solutions include, but are not limited to:

-- trends in the mobile multimedia processing 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 rate at which our present and future customers and end-users adopt Broadcom's technologies and products in the markets for multimedia applications;
-- changes in our product or customer mix;
-- the volume of our product sales and pricing concessions on volume sales;
-- our ability to timely and accurately predict market requirements and evolving industry standards and to identify opportunities in new markets; and
-- competitive pressures and other factors such as the qualification, availability and pricing of competing products and technologies and the resulting effects on sales and pricing of our products.

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/Q12009.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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