



Broadcom Drives the Transition to Connected Consumer Electronics at 2010 International CES

LAS VEGAS, Jan 04, 2010 /PRNewswire-FirstCall via COMTEX News Network/ -- 2010 International CES - January 4, 2010 - Broadcom Corporation (Nasdaq: BRCM), a global leader in semiconductors for wired and wireless communications, is continuing its drive to enable the next generation of connected consumer devices. The company will be showcasing a variety of advanced technologies at this week's 2010 International CES in Las Vegas that will bring innovative features and a better overall user experience to future consumer electronics, including solutions for digital video, wireless connectivity and mobile communications. All of these solutions support Broadcom's core mission: Connecting everything(R).

Broadcom will preview a wide range of consumer technologies in the company's private suite at 2010 CES, located in Meeting Room #35679, South Hall 4, in the Las Vegas Convention Center (LVCC).

Key Broadcom(R) Demonstrations at CES:

- Home Connectivity: Broadcom accelerates the delivery of information and entertainment content and services to connected devices, enabling consumers to locate, share and enjoy content and advanced services throughout the home. Demonstrations will include interoperable connectivity between a variety of devices such as set-top boxes (STBs), digital TVs, tablets, Cable/DSL broadband home routers, and Blu-ray Disc(R) players enabled by Broadcom(R) technology. These devices support popular industry specifications including Digital Living Network Alliance (DLNA(R)), RVU Alliance's Remote User Interface (RUI) technology, CEA-2014 RUI client, Multimedia over Coax Alliance (MoCA(R)), Wi-Fi(R), Bluetooth(R) and Ethernet.
- Wireless Convergence: Broadcom is bringing Wi-Fi and Bluetooth into a multitude of consumer electronics devices, extending from traditional PCs and home networking gear, to mobile phones, televisions, netbooks, Blu-ray Disc players, tablets and video equipment. Broadcom InConcert(R) technology uniquely enables interference-free operation between the two wireless standards, taking advantage of the evolving features of both technologies to enhance the overall end user experience. Demonstrations will include the latest high-speed Bluetooth working alongside other high-speed wireless peer-to-peer technologies, and will showcase a number of wirelessly connected consumer devices.
- Netbooks: These systems have evolved from a low cost laptop to a 'must-have' mobile device. These breakthrough systems offer advanced connectivity, high-end functionality and high definition (HD) video playback enabled and demonstrated via Broadcom's GPS, Wi-Fi, Bluetooth and Crystal HD video technologies.
- Internet Connected TV: Broadcom's end-to-end connected TV platform with Wi-Fi and Bluetooth enables the innovative applications and interactive content that are changing the way consumers enjoy their televisions. With support for Internet-based instant streaming applications such as Netflix, VuDu(TM), Pandora(R), and Roxio CinemaNow(TM), connected TVs will soon become a hub for entertainment and information distribution throughout the digital home.
- 3D TV: Broadcom will also demonstrate an end-to-end 3D video solution that supports both Blu-ray and digital TV applications, and will change the way that consumers experience home entertainment, bringing the excitement of live 3D TV viewing to their living rooms.
- HD Proliferation: Broadcom's latest STB solutions are driving the transition from standard definition (SD) to HD, reducing power

requirements and enabling multi-room media connectivity.

- Digital Television Transition: Broadcom is addressing the expanding worldwide digital TV transition that follows the successful U.S. analog broadcast shut-off program. New solutions that address worldwide requirements will be demonstrated at 2010 CES.

Broadcom representatives who will be speaking at 2010 CES include:

- Michael Hurlston, Vice President & General Manager, WLAN Business Unit, will participate on a panel entitled "Wireless Entertainment: Untethering the TV," which will be held at 1:30 p.m. on Thursday, January 7, 2010 in the LVCC South Hall room S224;
- Stephen Palm, Technical Director at Broadcom and a member of the DLNA Board of Directors, will speak on a Digital Hollywood panel entitled "The NextGen Entertainment Home Experience - From the Smart & Connected TV to the PVR, Set-Top & PC Experience." It will be held at 10:30 a.m. on Friday, January 8 in the LVCC North Hall room N261.

Supporting Quotes:

Scott McGregor, President and CEO of Broadcom Corporation:

"Technology is shaping and defining a new world of connectivity and instant access to digital entertainment, information and content anywhere at anytime. Broadcom is at the forefront of developing technology that is bringing advanced features and new applications to consumer devices that is dramatically changing the consumer entertainment experience."

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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 3,650 U.S. and over 1,450 foreign patents, more than 7,750 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, references to Broadcom's ability to drive next generation connected consumer devices and the impact of Broadcom solutions on consumer experiences. 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 Broadcom chips that support connected digital home technology include, but are not limited to:

- Delays in the adoption and acceptance of industry standards in those markets;
- 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;
- The timing of customer-industry qualification and certification of our products and the risks of non-qualification or non-certification;
- General economic and political conditions and specific conditions in the markets we address, including the volatility in the technology sector and semiconductor industry; and
- The rate at which our present and future customers and end-users adopt Broadcom's technologies and products in the markets.

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/Q42009.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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