



## **Entropic Communications' Silicon Selected by Pace Americas to Support Multiroom Solution for Buckeye Cablevision and Other MSOs**

### **New Pace Device With Entropic Silicon Serves as Bellwether for Future Operator Network Architectures**

LAS VEGAS, Jan 7, 2010 (GlobeNewswire via COMTEX News Network) -- International CES -- Entropic Communications, Inc. (Nasdaq:ENTR), a leading provider of silicon and software solutions to enable connected home entertainment, today announced that its field-proven home networking chipset, based on the MoCA(R) (Multimedia over Coax Alliance) standard, has been selected by Pace Americas for its Network Attached Storage (NAS) device. The device is part of Pace's new Home Content Sharing solution, which is in field trials with cable operators including Buckeye Cablevision.

Pace's Home Content Sharing solution represents a new paradigm in multiroom DVR (MR-DVR) by providing centralized storage that enables multiple non-DVR set-top boxes in the home to access and share recorded content. The NAS device is available with various hard drive capacities and an eSATA port for easy expansion. The initial group of cable operators and industry cooperatives working with Pace opens up a target market of up to 26 million subscribers for this new technology. Pace's architecture provides a NAS platform that can improve the viewing experience in today's environment and potentially evolve into a gateway device to offer next-generation services to Buckeye Cablevision's customers.

Pace's approach with the NAS is a forerunner to a MSO network architecture where media gateways are used in conjunction with thin client STBs. These architectures are not possible without a high-speed, highly reliable home network. Entropic's home networking silicon, which provides MoCA functionality in the NAS, is an important element in enabling a robust, high-speed whole home entertainment network. Capable of sending multiple simultaneous streams of high-definition video between rooms with unsurpassed quality and speeds up to 175 Mbps of application throughout, 16 node support, parameterized quality of service (PQoS) and remote diagnostic capabilities, the silicon delivers a flawless entertainment experience while working in conjunction with Pace's advanced system architecture and video routing.

"Pace Americas is always looking to advance the capabilities of our customers so we are excited to offer service operators a new and unique way of adding multiroom DVR capability to homes without the need for a traditional DVR enabled set-top box," said Bruce Gureck, vice president of product development, Pace Americas. "Entropic's silicon has been an important factor in enabling us to deliver operator-class reliability in our NAS as our multiroom solution requires a high-bandwidth and viable home network."

"The Pace solution offers substantially more performance capabilities and deployment flexibility than competing offerings," said Joe Jensen, CTO at Buckeye Cablevision, Inc. "Powered by Entropic's field-proven home networking silicon and MoCA functionality, Pace's NAS affords subscribers the same complete dual-tuner DVR experience they are familiar with today in every room of the home, rather than a subset of features."

"We applaud Pace Americas for their forward thinking and the trust they have put in our silicon, which supports the critical home networking aspects of the NAS," said Vinay Gokhale, senior vice president marketing and business development, Entropic Communications. "On the heels of Buckeye Cablevision nearing field trial completion of the Pace solution, we view this as indicative of how operator home networks will evolve to support gateways and create new revenue opportunities."

#### About Entropic Communications

Entropic Communications, Inc. (Nasdaq:ENTR) is a leading fabless semiconductor company that is engineering the future of connected home networking and entertainment by providing next-generation silicon and software technologies to the world's leading cable, telco and satellite service providers, OEMs and consumer electronic manufacturers. As a co-founder of MoCA (Multimedia over Coax Alliance), Entropic pioneered and continues to evolve the way high-definition television-quality video and other multimedia and digital content such as movies, music, games and photos are brought into and delivered throughout the home. For more information, visit Entropic at [www.entropic.com](http://www.entropic.com).

The Entropic Communications logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=4255>

#### About Pace plc

Pace plc (LSE:PIC) is a leading technology developer for the global payTV industry, working across satellite, cable, IPTV and

terrestrial platforms. Pace has one of the world's most experienced specialist engineering teams, developing intelligent and innovative products and services for both payTV operators and retail markets across the world.

Pace employs over 1000 people in locations around the world, including France, the USA, India and China. Pace's international headquarters are in Saltaire, West Yorkshire, UK. For more information on Pace, please visit [www.pace.com](http://www.pace.com).

About Buckeye Cablevision, Inc.

Buckeye Cablevision, Inc., is the largest cable firm operating in the Toledo area, with more than 130,000 customers in Toledo and 27 of its contiguous suburbs and adjacent townships. It is the 22nd largest cable operator in the United States. It was founded in 1965 and is the second oldest continuously-owned large-city cable system in the US.

It is a wholly owned subsidiary of Block Communications, Inc. Block Communications is a holding company which also owns Buckeye TeleSystem, a Competitive Local Exchange Carrier; The Blade of Toledo and the Pittsburgh Post-Gazette, both daily newspapers; another cable television system in Sandusky, OH, and broadcast television stations in Lima, OH, Louisville, KY, Springfield/Decatur, IL, and Boise, ID. Block also owns Metro Fiber & Cable Construction Co., also headquartered in Toledo.

#### Forward-Looking Statements

Statements in this press release that are not strictly historical in nature constitute "forward-looking statements." Such statements include, but are not limited to, statements regarding Entropic's leadership in providing MoCA enabled technology, the benefits of that technology, and continued or future integration of Entropic's technology into products of OEMs. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause Entropic's actual results to be materially different from historical results or from any results expressed or implied by such forward-looking statements. These factors include, but are not limited to, the effects of competition; Entropic's dependence on a limited number of service providers and customers; Entropic's ability to successfully collaborate and the ability of Entropic and Pace to introduce new and enhanced products on a timely basis; the risk that the market for high-definition television-quality video and multimedia content delivery solutions may not develop as anticipated; the effect of intellectual property rights claims; and other factors discussed in the "Risk Factors" section of Entropic's Quarterly Report on Form 10-Q for the three months ended September 30, 2009. All forward-looking statements are qualified in their entirety by this cautionary statement. Entropic is providing this information as of the date of this release and does not undertake any obligation to update any forward-looking statements contained in this release as a result of new information, future events or otherwise.

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