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## **SIGMA INTRODUCES HIGH PERFORMANCE MEDIA PROCESSOR FOR FEATURE-RICH CONSUMER DEVICES**

### *SMP8644 Pushes Up CPU Performance and Adds Expanded Interface Capability To Support the Latest IPTV and Cable Set-top Boxes as well as Blu-ray Players*

MILPITAS, Calif. and MAKUHARI MESSE, Japan – September 30, 2008 – Sigma Designs (Nasdaq: SIGM), a leader in digital media processing SoCs for consumer electronics, today announced the availability of its new SMP8644 media processor system-on-chip (SoC), designed for feature-rich consumer products including next generation IPTV set-top boxes, IP cable set-top boxes, and Blu-ray players. Product demonstrations are available at this week's 2008 CEATEC Show, located in Japan, September 30 to October 4. The SMP8644 provides substantial improvements in performance coupled with a the broad array of interface capabilities required to support greater interactivity, extended system features, and studio level image quality typically associated with high end consumer products.

“Sigma is a leader in high definition media processors, which are widely used in the IPTV set-top box and Blu-ray player markets,” said Ken Lowe, vice president of strategic marketing at Sigma Designs. “We see a great deal of opportunity in providing a high-end solution in several of our market segments. Therefore, our new SMP8644 adds the needed performance and extensibility to address a broad range of consumer applications where feature differentiation and video quality are especially important.”

Sigma's SMP8644 media processor integrates a wide complement of advanced capabilities for a system-on-chip (SOC) solution with powerful multimedia processing, robust content security system, multiple on-chip CPUs, on-chip system peripherals and a wide range of external interfaces. Its combination of on-chip processors yield an impressive increase in overall performance while its expanded system interfaces enable support for a wide complement of additional devices and features. The SMP8644 silicon is also complemented by one of the most robust software suites available,

featuring Sigma's field proven multimedia library, secure operating system, and OS support environment. As a result, the SMP8644 provides a high performance solution for feature-rich IPTV set-top boxes, Tru2way™ IP cable boxes, and Blu-ray Players with Profile 2.0 (BD-Live) support.

From a media processing standpoint, the SMP8644 offers a full complement of advanced decoder engines with high definition video decoding, including H.264 (MPEG-4 part 10), Windows Media® Video 9, VC-1, MPEG-2 and MPEG-4 (part 2), and the new AVS standard. High-performance graphics acceleration, multi-standard audio decoding with 3 on-chip DSP engines which can decode all required standards including DTS-HD MA 7.1, advanced display processing capabilities, and HDMI 1.3 output round out its multimedia core. Powerful content security is ensured through a dedicated secure processor, on-chip flash memory, and a range of digital rights management (DRM) engines for high-speed payload decryption. The SMP8644 also features a full complement of system peripherals, including a dual Ethernet controller, dual USB 2.0 controller, NAND and NOR flash controllers, IR controller, and a dual SATA controller.

Beyond its on-chip media processing core, the SMP8644 supports a number of optional capabilities through an expanded set of interfaces. Using a direct interface, the addition of a VXP Image Processor such as the VXP9452 enables studio quality video output. VXP technology uses the most advanced image processing algorithms available, such as professional grade deinterlacing, scaling, and a host of noise reduction and image enhancement algorithms to deliver crisp, natural looking, artifact-free images on displays of virtually any size. Adding support for IEEE1394 only requires the direct connection of a 1394 transceiver chip to the transport stream interface for a complete solution. Additional video ports and a peripheral bus enable a wider array of external devices for optional system features.

Taking performance to the next level is accomplished by combining significant increases in CPU speed, memory bandwidth, and architectural efficiencies. The SMP8644 is a multi-core media processor that features a 667 MHz MIPS main CPU, providing 1330 DMIPS to enable crisp user interaction and a wider range of application-based features which enhance the "future-proofing" of this platform. A second MIPS processor called the IPU manages real-time interrupt operations and offloads burdensome system tasks such as networking and graphics to further optimize main CPU utilization. A third MIPS processor manages all system security functions including decryption and key generation. The SMP8644 also features two 32-bit DDR-2 memory controllers which supports double-data-rate memories up to 667 Mbps as well as an improved arbitration engine to maximize the efficiency of accesses. To meet the new low-power requirements for consumer products, the SMP8644 features several standby modes, including full sleep and wake-on-LAN. Finally, the SMP8644 maintains software compatibility with the Sigma Multimedia Library to uniquely build on the proven performance and reliability of the earlier generation platforms.

### **Availability**

The SMP8644 media processor will be sold through Sigma's direct sales force and international distributors. Samples of the SMP8644 are available now with production available in December.

### **Safe Harbor Statement**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including statements regarding the future potential of the SMP8644 media processor. Actual results may vary materially due to a number of factors including, but not limited to, general economic conditions, including continuance of the current economic conditions specific to the semiconductor industry, the rate of growth of the IPTV, high definition DVD and HDTV markets in general, the ramp in demand from our set-top box and telecommunication customers, our ability to deploy and achieve market acceptance for Sigma products in these markets, the ability of our SoCs to compete with other technologies or products in these emerging markets as well as other risks that are detailed from time to time in our SEC reports, including our quarterly report on Form 10-Q as filed June 11, 2008. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Sigma undertakes no obligation to publicly release or otherwise disclose the result of any revision to these forward-looking statements that may be made as a result of events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

### **About Sigma Designs, Inc.**

Sigma Designs is a leading fabless semiconductor provider of highly integrated system-on-chip (SoC) solutions that are used to deliver multimedia entertainment throughout the home. Sigma's SoC solutions include media processing, wireless communications, and video image processing along with system software to form the critical components of consumer electronic products that include Internet protocol TV (IPTV) set-top boxes, Blu-ray players, high definition televisions (HDTV), and media communication devices. Headquartered in Milpitas, Calif., Sigma Designs has direct sales representatives in the United States, Europe (Belgium), China, Japan, Taiwan and a third-party distributor in Korea. For more information, please visit Sigma Designs' web site at [www.sigmadesigns.com](http://www.sigmadesigns.com).

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