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**SIGMA DESIGNS VP SPEAKS ABOUT THE FUTURE OF HDTV
AND THE ROLE OF WIRELESS HOME NETWORKING AT
TELCO TV 2008**

Anaheim, Calif. – November 11, 2008 – Sigma Designs (NASDAQ: SIGM), a leader in digital media processing and wireless system-on-chip (SoC) solutions for consumer electronics today announced that Hung Nguyen, general manager and vice president of the company’s Wireless Products Division will be speaking at this year’s Telco TV conference. The conference kicks off on Tuesday, November 11th and runs through Thursday, November 13th at the Anaheim Convention Center in Anaheim, CA.

Mr. Nguyen will be on the Telco TV panel titled, “HDTV: Strategies for Success” on Thursday, November 13th at 2:15 p.m. to 3:15 p.m. PT in Track III: The Independent View at the conference. Moderated by David Price, Vice President, MPEGIF, panelists will discuss the future of HD Television. Issues of affordability, encoding rates, set top boxes, content, and bandwidth constraints, among others, all play a role. This panel will highlight and discuss the major issues surrounding launching and operating high definition, and offer strategies for success.

“Multi-room set-top boxes with a new flood of CE products like DVRs, IP-STBs and DMAs connected to HDTVs is changing the needs and requirements for whole home networking, especially in terms of bandwidth, Quality-of-Service, and the need for flexibility in the chosen medium for connectivity,” says Nguyen. “I look forward to discussing these changing requirements and how they relate to HDTV strategies for success. I’ll also discuss the specific roles of HDMI cable replacement and wireless home

networking, and how CoAir is becoming a defacto standard for whole home broadband connectivity over coax cables and Ethernet.”

Mr. Nguyen is a seasoned executive and technologist with 23 years of experiences in semiconductor designs for wireless systems, optical drives and hard disk drives. He is a well-recognized authority in the fields of wireless communications and digital signal processing with over 25 patents.

On the Telco TV panel, Mr. Nguyen will also discuss the company’s latest wireless developments that enable worldwide service providers, telco and consumer electronics companies to deliver the most advanced wireless connectivity solutions in the home.

Editor’s Note: Sigma will also be demonstrating the company’s next generation whole home networking solution with its new CoAir™ chipset, the industry’s first Ultrawideband (UWB) and WiMedia™ standard-based chipset with combined wireless, coax and Ethernet capabilities and the industry leading Digital Media Processor, the SMP8654. Demonstrations are available in the Anaheim Convention Center, Booth #859. If you would like to schedule a demonstration appointment, please contact Tammy Chan at Atomic PR at tammy@atomicpr.com or 415-402-0230.

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.