



SiBEAM Experiences Industry-Shifting Momentum at CES 2010

WirelessHD[®] Chipsets Featured in Flagship Products from Leading CE Manufacturers; Lower Cost, Lower Power Chipsets and IP Licensing Program Drives Ecosystem Growth

Sunnyvale, California– January 13, 2010 – At the 2010, International Consumer Electronics Show (CES), SiBEAM, Inc., a leading innovator of millimeter wave (mmWave) solutions and developer of high-speed wireless communications platforms, delivered on its promise to lead the industry in the adoption and implementation of 60 GHz solutions in new market segments within the CE and PC industries.

At the show, SiBEAM highlighted formal entry into mass production of its second generation chipsets, the launch of its IP licensing program designed to address increased demand for embedded 60 GHz solutions, and demonstrations in flagship products from industry leaders such as VIZIO, Toshiba, Panasonic, Monster and others, signaling the expansion of the WirelessHD ecosystem. SiBEAM also announced a strategic partnership with Best Buy Co. Inc., the largest consumer electronics outlet in the United States.

SiBEAM's Second Generation WirelessHD Chipsets Enter into Mass Production

Last year at CES 2009, SiBEAM announced that its line of first generation WirelessHD chipsets had hit mass production levels to support expanded partner product development activity. Just one year later, SiBEAM announced its entry into mass production of its second generation chipsets that consist of lower cost, lower power transmitter and receiver chipsets, each including an RF IC and network processor. The SB9220 Network Processor and the SB9210 RF Transmitter may be designed into devices such as A/V receivers, home theater-in-a-box systems, Blu-ray players, set-top boxes and media center PCs. The SB9221 Network Processor and the SB9211 RF Receiver chipset may be used in digital televisions, monitors and front projectors. The significant reduction in both cost and power achieved in these second generation chipsets greatly assist CE and PC manufacturers by reducing overall system cost and optimizing video quality.

Demonstrations of SiBEAM's WirelessHD Chipsets Abound at CES 2010

A testament to the growing WirelessHD ecosystem, SiBEAM's WirelessHD chipsets, integrated into several devices were showcased in several public and private demonstrations at CES 2010.

- **VIZIO:** America's #1 LCD HDTV Company, announced that it has chosen to integrate WirelessHD technology and SiBEAM 60 GHz chipsets, based on the globally available

WirelessHD standard, into a new line of LCD HDTVs, WirelessHD adapters and Blu-ray players. VIZIO is also in the process of joining WirelessHD as an Adopter with the intent of incorporating WirelessHD technology into a wide range of product offerings for the consumer. At CES 2010, VIZIO demonstrated WirelessHD technology integrated into their new line of XVT Pro LCD LED HDTVs in 47, 55 and 72" configurations embedded with SiBEAM chipsets. SiBEAM also showcased a WirelessHD-powered VIZIO LCD TV and Blu-ray player. One demonstration featured Full HD 3D display over WirelessHD technology from a VIZIO Blu-ray disc player to their 72" XVT Pro.

- **Toshiba:** The company introduced their powerful ZX900 Series CELL TV™ capable of converting any 2D content into 3D content, in real time. The CELL TV offers a robust set of advanced connectivity options including WirelessHD, which allows the CELL set-top box to connect to the display without running any wires to the wall.
- **Panasonic:** A winner of the prestigious CNET Best in Show award for their 3D VT25 TV Series, Panasonic demonstrated its wireless 1080p Full HD 3D transmission system in its 3D End-to-End Solution Zone. This represented an evolution of the current WirelessHD standard that can transmit uncompressed 1080p Full HD 3D signals standardized by the Blu-ray Disc Association. Panasonic plans to accelerate the process of standardization of uncompressed 1080p Full HD 3D for next generation WirelessHD using this technology.
- **Monster Cable Products:** Monster exhibited its Digital Express XStream ultimate high speed wireless HDMI adapters based on WirelessHD that offer wired equivalent connections with zero latency, ideal for the gaming community.
- **Abocom, Gefen and Cables-to-Go** also exhibited their WirelessHD Adapters.
- **SiBEAM:** SiBEAM's demonstrations featured a WirelessHD-powered VIZIO LCD TV and Blu-ray player, as well as chipset modules from Azurewave, Murata, and SEMCO. Also on display were WirelessHD Adapters from Abocom and Best Buy's Rocketfish private label brand as well as a Home Theater-in-a-box system from Eastech Electronics. In addition, SiBEAM demonstrated the power of a WirelessHD-enabled living room by demonstrating a complete wireless video area network that included a notebook PC, portable media player, media server, gaming console, A/V receiver, Blu-ray player and an HDTV. Viewers were able to control the devices with one simple IR remote that sent commands over the WirelessHD network, as well as seamlessly switch between devices and even download content using WiFi enabled devices that could run at full speed while not interfering with the WirelessHD video area network. SiBEAM also demonstrated its 3D over WirelessHD system using their second generation chipsets.

Newly Launched IP Licensing To Power Increased WirelessHD Growth

Building momentum to expand SiBEAM application areas with its second generation chipsets, SiBEAM launched an IP Licensing program to kick-start the development of embedded designs with WirelessHD technology. Through this program, SiBEAM will partner with industry leaders and provide incentives for the development of both fixed and portable WirelessHD A/V applications.

SiBEAM will provide program participants with access to its full SB9220 chipset IP core that includes the MAC, PHY and embedded beam steering algorithms, WirelessHD SB9220 technical training, the SB921x WirelessHD RF Transceiver interface, verification environment and IP documentation.

“We are excited about the launch of our IP Licensing program and at this show, have received great feedback and interest from industry members,” said John LeMoncheck, SiBEAM CEO. “We’ve made significant ecosystem progress marked by various demonstrations of our chipsets this week and we anticipate additional source device designs such as Blu-ray players and gaming consoles beginning this spring.”

SiBEAM’s Leadership in 60 GHz WirelessHD Development Gains Investment from Best Buy

At CES 2010, the WirelessHD consortium also announced its next generation specification that adds greater resolution, 3D, higher data rates and support for portable devices. This in addition to the launch of SiBEAM’s Gen 2 chipsets that enable the development of smaller, more energy-efficient transmitter and receiver devices, make wireless simpler to implement in a wide range of products and applications.

Representing a show of confidence in the market and interest in the delivery of a variety of WirelessHD applications, Best Buy, who also manages the high-end Magnolia Audio Video stores, has invested in SiBEAM. This strategic partnership follows Best Buy’s recent release of its Rocketfish WirelessHD Adapter powered by SiBEAM’s 60GHz WirelessHD chipsets.

About SiBEAM, Inc.

Founded in 2004, SiBEAM is a fabless semiconductor company developing intelligent millimeter wave technologies and leveraging the latest manufacturing methods to meet the demand for high-bandwidth services. SiBEAM is the first to build 60 GHz chipsets using CMOS technology. The first of many applications for SiBEAM’s innovative technology is based on WirelessHD[®]. As a founding member of the WirelessHD[®] Consortium, SiBEAM is a leader in driving the architecture and semiconductor implementation for the distribution and presentation of high-definition content in the consumer electronics and personal computing markets. For more information please visit: www.sibeam.com.

About WirelessHD, LLC

Formed in 2006, Broadcom Corporation, Intel Corporation, LG Electronics Inc., Panasonic Corporation, NEC Corporation, Philips, SAMSUNG ELECTRONICS CO., LTD, SiBEAM Inc., Sony Corporation and Toshiba Corporation, joined together to define the next generation worldwide 60GHz multi-gigabit millimeter wave technology for mobile and stationary consumer and enterprise applications. WirelessHD is the first consumer electronics and technology industry-supported, digital wireless interface for instantaneous file transfers, wireless display and docking, and simplified and lossless HD media streaming. For more information on WirelessHD, please visit www.wirelesshd.org.

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