

## **SmartASIC Launches Wireless HDTV Solution**

*based on Sigma Designs' EM8610 and icube's Play@TV™ digital home network technology*

Taipei, Taiwan, – January 7, 2004 – SmartASIC Technology, Inc. (6186.TWO), a leading LCD TV solution provider, today launched a wireless HDTV board-level solution, SPTV800, based on Sigma Designs' EM8610 digital media processor, as well as icube's Play@TV digital home network technology. Sigma Designs (Nasdaq: SIGM) is a leader in digital media processing for consumer appliances, and icube is a leader in digital home network solutions. Sigma's EM8610 media processor based on its award-winning REALmagic® technology, provides a highly integrated solution for ATSC, DVB, IP video, DVD and MPEG-4 decoding. icube's Play@TV™ technology creates a home network that distributes digital entertainment throughout the home via wired or wireless networking between PCs, A/V devices and TVs. The SPTV800 will be demonstrated at the Consumer Electronics Show 2004 in Las Vegas, January 8-11.

The SPTV800, Wireless HDTV, is a key building block for a complete digital home network, implementing the framework proposed by Digital Home Working Group (DHWG). The SPTV800 enables wireless transmission of audio and video content from A/V servers such as media gateways, PCs, TV tuners or DVD players. In addition to offering state-of-the-art digital wireless network technology, the SPTV800 platform is scalable for additional functions such as integrated MPEG-4 DVD players and build-in ATSC/DVB HDTV tuners for HDTVs.

“The launch of the SPTV800 Wireless HDTV platform developed by SmartASIC with Sigma Designs and icube is a milestone for SmartASIC,” said SJ Shy, General Manager of Video Display Business Unit of SmartASIC. “We expect this platform will become the center piece for the growing digital home entertainment network.”

“Digital content is being produced and stored at home now, thanks to the digital revolution. By using the PC, TV and other home appliances, coupled with the rapid outbreak of high-speed network technology, consumers will enjoy digital entertainment in the comfort of their own home,” said Mr. Pan-Gun Kim, Executive Vice President of icube. “With SPTV800, consumers can experience real digital TV at home.”

“The growth of the home network in the consumer market continues with the launch of the SPTV800 from SmartASIC,” said Ken Lowe, VP of strategic marketing, Sigma Designs. “The forecasted market demand and interest from consumers building a networkable entertainment center within their homes will introduce new solutions for the savvy shopper.”

Sigma Designs’ EM8610 provides a highly-integrated solution for ATSC, DVB, OpenCable™, IP video, DVD and MPEG-4 decoding. Based on the company’s award-winning REALmagic® Video Technology, it incorporates flexible, advanced audio/video processing, enabling cost-effective solutions for consumer appliances, such as video endpoints, digital televisions and plasma displays. The EM8610 also enables manufacturers to easily incorporate advanced capabilities such as streaming video, progressive DVD playback, video-on-demand (VOD), PVR and picture-in-picture (PIP) functionality into their products.

**People interested in seeing SmartASIC’s technology demonstration at CES should contact Deborah Wei, 408-283-5908 x201.**

**About SmartASIC Technology, Inc.**

SmartASIC Technology, Inc., an IC design company with headquarters in Taipei, Taiwan (stock: 6186.TWO), is a leading supplier of LCD TV and digital display controller chips and total system solutions. SmartASIC's high-quality and cost-effective chips and solutions are being used in LCD TV, PDP TV, Car Display, TV Tuner Box, Digital TV, and many digital home appliances. For more information, please visit the company's web site at [www.smartasic.com](http://www.smartasic.com).

**About Sigma Designs, Inc.**

Sigma Designs (Nasdaq: SIGM) specializes in silicon-based MPEG decoding for streaming video, progressive DVD playback, and advanced digital set-top boxes. The company's award-winning REALmagic® Video Streaming Technology is used in both commercial and consumer applications providing highly integrated solutions for high-quality decoding of MPEG-1, MPEG-2 and MPEG-4. Headquartered in Milpitas, Calif., the company also has sales offices in China, Europe, Hong Kong, Japan, Korea and Taiwan. For more information, please visit the company's web site at [www.sigmadesigns.com/](http://www.sigmadesigns.com/).

**About icube Corp.**

icube was established in April 1995 as a promising venture company and has now emerged into a leading solution provider in the field of digital broadcasting and media. icube was highly proclaimed when the company developed the nation's first broadcasting solution and played a pivotal role in the broadcasting equipment markets. icube as the flagship solution provider, currently enjoys its second to none market share of 70% in the APC market. Furthermore, the company resulted in a notable outcome when it introduced the digital broadcasting solution technology to Japan's media industry and successfully showcased Play@TV(www.playattv.com) at the Tokyo PC Expo in October 2002 and later released in the market in January 2003. Play@TV is currently sold in Korea, Japan, People's Republic of China, the US and European countries. For more information, please visit the company's web site at [www.icube.co.kr](http://www.icube.co.kr).

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