

Press Contacts:

Ken Lowe
Sigma Designs, Inc.
408-957-9850
kal@sdesigns.com

Allyson Stinchfield
Atomic PR
415-402-0230
allyson@atomicpr.com

CES 2007 Vendors Spotlight Wireless HDTV Televisions Powered by Sigma Designs

Sigma media processors provide a complete solution for media center ready TVs

LAS VEGAS, Nevada. – January 8, 2007 – Sigma Designs (Nasdaq:SIGM), a leader in digital media processing for consumer electronics, today announced that several high definition televisions being demonstrated at this week's Consumer Electronics Show (CES 2007) are powered by Sigma media processors. Supporting a major trend toward 'media center ready' HD televisions, the majority of today's flat panel displays featuring a built-in wireless link are depending on Sigma award winning media processors, including those from Hewlett Packard, Pioneer, and Sampo, among others.

What is 'media center ready?'

Consumers are beginning to embrace various digital media extender technologies, enabling them to access their video or audio content from anywhere. As the PC gains momentum toward becoming the media center for home entertainment, with downloaded videos, music and other content, television manufacturers are adding value by incorporating new processing and wireless links to make them 'media center ready'.

Sigma's media processors are designed to address this need, decoding major digital media formats and facilitating control of an embedded network device. Several display products are being shown at this year's CES, all powered by Sigma media processors further demonstrating the latest trend in the new era of high definition.

HDTVs Across the CES 2007 Show Floor Powered by Sigma

Hewlett Packard's MediaSmart HD LCD TV Powered by Sigma

HP is displaying its MediaSmart high definition LCD TV (model SLC3760N) that offers integrated ATSC/NSTC/Clear-QAM reception and wired/wireless streaming of audio/video files from with PC to TV connection for web music, photos, and videos.

Pioneer Elite Pro model 1540HD Powered by Sigma

Pioneer is displaying its Elite Pro model 1540HD that offers their proprietary Home Media Gallery. This features IP network connectivity designed to DLNA guidelines that enables linking with a networked PC to share content including movies, music, and photos as well as Microsoft PlaysForSure™ Protected Content compatibility for additional no-hassle playback of content downloaded from the Web.

Sampo LME-32A1 networked LCD TV Powered by Sigma

Sampo is displaying its LME-32A1 networked LCD TV which provides dual streaming video input via DTV or Internet, supports HDMI output, and enables digital music/photo control and playback, as well as video streaming and control. It is IEEE 802.11a/b/g Wi-Fi compliant and operates with existing networks.

“Sigma has been in Silicon Valley making media processors for more than 25 years and has grown into a global semiconductor leader in networked digital televisions, high definition entertainment and media center ready consumer electronics products,” said Ken Lowe, vice president of strategic marketing, Sigma Designs. “The world’s leading consumer electronics companies continue to turn to us for the most technologically advanced, cost efficient media processor solutions that enable them to offer consumers the best in HDTV”

Safe Harbor Statement

This press release may contain forward-looking statements, including statements about the projected timing and extent of customer shipments as well as the expected use of Sigma’s media processor and wireless chipset products. Actual results could vary from those projected in the forward looking statements as a result of various factors, including worldwide economic conditions, changes in the customer’s ability or desire to complete the rollout, consumer reaction to the new products and services being offered, the ability of Sigma to deliver sufficient quantity and quality of MPEG decoder chips, prices for the Sigma chips, alternative offerings by competitors, and the ability of the parties to work together successfully to achieve the rollout.

About Sigma Designs, Inc. Sigma Designs (Nasdaq: SIGM) specializes in silicon-based media processors and wireless chipsets for IPTV set-top boxes, digital media receivers, high definition DVD players, HDTV, and portable media players. The company's industry-leading media processor architectures feature high definition video, advanced codec support (H.264, VC-1, MPEG-2), and secure media processing in a complete system-on-chip (SOC) solution. 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.

###