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**Celrun and Sigma Designs to Demonstrate Next Generation
WiMedia UWB IPTV Set-Top Boxes at IPTV World Forum 2007**

*Celrun's IP Set-Top Boxes Are Powered by Sigma Designs' Media Processors
and UWB Wireless Chipsets*

LONDON, March 6, 2007 -- Celrun, a diversified IP set-top box manufacturer and Sigma Designs, a leader in digital media processing for consumer electronics, today announced that both companies will demonstrate the next generation of an IPTV set-top box at IPTV World Forum 2007 at the Olympia Conference Centre in London, England beginning March 5th through March 7th. The demonstrations will showcase advanced wireless and high definition (HD) video streaming features in Celrun's IP set-top box powered by Sigma Designs. Demonstrations are available at Celrun's Booth #146 and Sigma Designs' Booth #97 on the main show floor.

Celrun's IP set-top box is powered by Sigma Designs' Windeo® chipset for UWB wireless video streaming and SMP8634 media processor. Sigma's Windeo chipset enables Celrun's set-top box with UWB wireless streaming of compressed HD content over an extended range. In addition, Sigma's chipset provides an Intelligent Array Radio (IAR) technology allowing Celrun's set-top box to overcome interference in a non-line-of-sight video streaming environment. The most demanded system-on-a chip (SoC) solution for HD IPTV set-top boxes, the Sigma Designs' award winning SMP8634 media processor also equips the Celrun IP set-top box with advanced processing power integrated onto one chip.

"The ability to connect the hub to the IP set-top box wirelessly offers Celrun TV consumers greater flexibility and ease of operation," said BJ Lee, vice president of marketing at Celrun. "We have been working on UWB technology for several years and we are excited to showcase our IP STB product with UWB wireless feature enabled by Sigma Designs' UWB Windeo® Chipset."

“Celrun has always been a pioneer in introducing new technology to the market,” said Hung Nguyen, vice president and general manager of the Wireless Products Division at Sigma Designs., “We are excited to be working with Celrun on this cutting edge IP set-top box with UWB wireless for HD video streaming. The combination of Celrun STB and Sigma Designs UWB will provide the best wireless solution for home entertainment and video distribution applications.”

Sigma Designs' Windeo® chipset is an all-CMOS, Ultra Wideband transceiver based on the WiMedia MAC and PHY Specifications. The chipset is comprised of Windeo RF B7CW101 with three integrated radios and Windeo Baseband B7CW201 with PHY, MAC, embedded processor and multiple interfaces for A/V streaming applications.

About Celrun

Celrun Co., Ltd. (Kospi:013240), is a diversified IP set top box manufacturer and end-to-end IPTV/VOD solution provider that develops IPTV solutions for a wide range of customers. Since its inception in 1999, the company has been enjoying a market leading position in IP TV industry by deploying more than 800,000 units of IP Set top boxes and will continue to strive to be the world market leader. Recognized as the one of the fastest growing IP STB/ IPTV solution developers, Celrun was awarded by Microsoft the Partner of the Year in 2004 and was invited to Microsoft Joint Development Partner (JDP) programs for three consecutive Win CE OS (v4.0/ 4.2/ 5.0) co-development.

With Celrun's end-to-end IPTV/VOD solution (CelrunTV), Hanaro Telecom, the 2nd largest fixed line telecom company in Korea with about 3.7 million broadband subscribers, launched hanaTV in July 2006 and the number of subscribers to hanaTV surged to 300,000 as of January 2007. Hanaro Telecom is targeting to deploy 1 million boxes within 2007 and 2 million boxes by the end of 2008.

Headquartered in Seoul, Korea, Celrun has currently 160 employees, and its revenue in 2006 is over 100 million USD. With over 60 per cent in Research and Development areas, We serve top tier customers world wide. Our focus is in providing very advanced communication solution.

About Sigma Design, Inc.

Sigma Designs develops and markets high-performance, highly-integrated System-on-a-Chip (SoC) media processors and wireless chipsets for IPTV set-top boxes, Blu-ray and HD DVD players/recorders, HDTVs, digital media adapters and portable media players. The company's industry-leading media processors feature high-definition video, advanced codec support (H.264, VC-1, MPEG-2, MPEG-4), and secure media processing for a complete System-on-a-Chip (SOC) solution. Sigma Designs offers advanced Ultra Wideband (UWB) wireless chipsets for consumer electronics and home networking applications.

Sigma Designs is demonstrating its market leading SMP8634 secure media processor SoC and its WiMedia-based Ultra Wideband Windeo® Chipset at the IPTV World Forum 2007.