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**SIGMA DESIGNS TO SHOWCASE IPTV SET-TOP BOX AND UWB
WIRELESS SOLUTIONS AT TELCOTV 2007**

Sigma's VP of strategic marketing speaks on TelcoTV's Know Your Competition Panel

MILPITAS, Calif. – October 24, 2007 – Sigma Designs (Nasdaq:SIGM), a leading provider of highly integrated systems-on-a-chip solutions, today announced it will conduct a range of IPTV and UWB wireless technology demonstrations of the company's media processor and software solutions at TelcoTV 2007. The demonstrations will take place at TelcoTV Booth M8 beginning Tuesday, October 23 through Thursday, October 25 at the Georgia World Congress Center in Atlanta.

In addition, Sigma's VP of strategic marketing will be on a TelcoTV panel titled, "Know Your Competition" on Thursday, October 25 from 1:30 p.m. – 2:30 p.m. ET in Room C105-106. Moderated by Bernardin Arnason, managing editor of *Telecompetitor*, panelists will discuss the reactions of satellite and cable companies during this time of significant IPTV market growth in North America.

Sigma IPTV Demonstrations at TelcoTV Booth M8

Sigma Designs will be showcasing IPTV set-top boxes powered by Sigma's Secure Media Processors (SMP8634), including those by Motorola, Scientific Atlanta, Entone, Eagle Broadband and Adtec and offered to consumers by telco companies such as AT&T. In addition, Sigma's Wireless Division will be demonstrating the latest UWB wireless solutions for home entertainment networking, including its UWB-over-Coax solutions.

Sigma's UWB wireless solutions enable telco operators to easily deliver digital content to every room in a home.

"There is an IPTV revolution happening in North America," said Ken Lowe, Sigma's VP of strategic marketing. "Sigma is excited to showcase our media processors that are behind a progressive technology like IPTV and we're proud to offer consumers more competitive choices in their home entertainment experience."

Industry estimates show Sigma's SMP8634 chip is in approximately 75% of the IPTV set-top boxes worldwide, more than any other semiconductor offered to the industry, making Sigma a true pioneer in leading global IPTV services. The company's media processors power both Microsoft IPTV and Linux operating systems.

In addition to North American deployments, Sigma's SMP8634 SoCs are already in set-top boxes around the world and are offered by telcos including British Telecom, Deutsche Telecom, Neuf, Free, and Swisscom in Europe and China Netcom, China Telecom and Hanaro in Asia.

About Sigma's SMP8634 Media Processor

Sigma's SMP8634 media processor integrates a complete complement of next-generation capabilities for a single-chip system-on-chip (SOC) solution with powerful multimedia processing, robust content security system, and a full complement of peripherals. Its advanced decoder engines support video decoding of H.264 (MPEG-4 part 10), Windows Media[®] Video 9, VC-1, MPEG-2 and MPEG-4 (part 2) with multiple streams, up to the equivalent of two high-definition video streams. High-performance graphics acceleration, multi-standard audio decoding, advanced display processing capabilities, and HDMI/HDCP output round out its multimedia core. Powerful content security is ensured through a dedicated secure processor, flash memory, and a range of digital rights management (DRM) engines for high-speed payload decryption. The SMP8634's 300-Mhz host CPU, 3.2 GB/second unified memory controller, Ethernet 10/100 controller, dual USB 2.0 controller, and IDE controller provide for a single-chip solution for most set-top boxes and consumer players.

About Sigma Designs, Inc.

Sigma Designs is a leading fabless provider of highly integrated system-on-chip, or SoC, solutions that are used to deliver multimedia entertainment throughout the home. Sigma's SoC solutions combine its semiconductors and software and are a critical component of multiple high-growth, consumer applications that process digital video and

audio content, including internet protocol TV, or IPTV, high definition DVD players, high definition TVs, or HDTVs, and portable media players. Headquartered in Milpitas, Calif., Sigma Designs also has sales representatives in the United States, Belgium, China, Japan and Taiwan and sells its products through a third-party distributor in Korea. For more information, please visit Sigma Designs' web site at www.sigmadesigns.com.