

Dvico Brings World's First Android-Based Connected Media Player Using Sigma Media Processor to Market

New Solution Expands Sigma Media Processors into New, Exploding Android Market

MILPITAS, California, - Oct. 12, 2010 - [Sigma Designs](#) (Nasdaq: [SIGM](#)), a leading provider of system-on-chip (SoC) solutions used to deliver entertainment and control throughout the home, today announced its [SMP8656 Secure Media Processor™](#) will enable the new Android-based Over the Top (OTT) media player by [Dvico](#). The TVIX Xroid A1 is the first Android connected media player on the market to use Sigma's cutting edge media processor to deliver premium quality video and music streaming services.

"The market for Android-based products is about to explode as the operating system moves beyond mobile phones and into new markets with digital media adapters, hybrid set top boxes, and Blu-ray players. Our solution with Dvico is a prime example of how Sigma's media processor line lets customers develop cutting edge products for growing Android markets," said David Lynch, vice president and general manager, Media Processor Group at Sigma Designs. "Dvico has taken our mature chipset and software, built a completely new product for a completely new marketplace out of it. This is no small task and it speaks volumes about the strength of our media processor line as well as Dvico's development expertise."

"With a number of partners to choose from, we selected Sigma because it is a mature chipset that gave us cutting edge technology to develop our first Android product," said Jeff Lee and CEO at Dvico, Inc. "Sigma is an innovative and reliable technology partner for us as we continue to develop our Android-based product line to support the growing Connected Home."

Dvico's upcoming "Android TVIX" supports all the multimedia functionalities of current TVIX, as well as native Web-browsing and downloading of Android applications. It will offer open API that can be used for Android developers' group, 3D user interface, and multi-tasking. Dvico will partner with Android developers groups and software companies to further expand its flexible and reliable Android based multimedia player.

About DViCO

DViCO Inc. (www.dvico.com) is a global leader in the development of multimedia players and digital video products. The company offers a complete line up of multimedia players, PVRs, and a wide range of digital TV tuner cards for PC users, worldwide. With proven experience and expertise in combining both television and digital video technology, DViCO continues to make products highly adaptable to the constantly evolving IT industry.

About Sigma Designs, Inc.

Sigma Designs is a leading fabless semiconductor provider of highly integrated system-on-chip (SoC) solutions that are used to deliver entertainment and control throughout the home. SoC solutions include media processing, wired and wireless networking, video image processing, and home control along with system software to form the critical components of consumer electronic products that include Internet protocol TV (IPTV) set top boxes, gateways, Blu-ray players, and media communication devices. Headquartered in Milpitas, Calif., Sigma Designs has direct sales representatives in the United States, Brazil, China, Europe (Denmark), Israel, Japan, Singapore, Taiwan and distributors in Korea, Russia and India. For more information, please visit Sigma Designs' web site at www.sigmadesigns.com.

Tags/keywords: Sigma Designs, Dvico, Android, media player, set top box

Safe Harbor Statement

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including statements about the anticipated features and benefits of Sigma's products and solutions. Actual results may vary materially due to a number of factors including, but not limited to, general economic conditions, including continuance of the current economic conditions specific to the semiconductor industry, the rate of growth of the Android, Over The Top (OTT), secure media processor, connected media player markets in general, the ramp in demand from Sigma's set-top box and telecommunication customers, Sigma's ability to deploy and achieve market acceptance for Sigma's products in these markets, the ability of its SoCs to compete with other technologies or products in these emerging markets as well as other risks that are detailed from time to time in Sigma's SEC reports, including our quarterly report on Form 10-Q as filed September 8, 2010. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Sigma undertakes no obligation to publicly release or otherwise disclose the result of any revision to these forward-looking statements that may be made as a result of events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

Media Contacts:

Layla McHale
Sigma Designs, Inc.
+1-408-240-7632

Layla_m@sdesigns.com

Jay Nichols
Sterling Communications, Inc. for Sigma Designs, Inc.
+1-415-992-3210

jnichols@sterlingpr.com