



Broadcom and Hyundai Motor Power Next-Generation Connected Car

Joint Development Enables Advanced Infotainment and Safety Features in Hyundai Vehicles

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News Highlights:

- Advances wide-scale adoption of automotive Ethernet
- Extends infotainment and passenger safety features across price points
- Delivers 100Mbps connectivity for in-vehicle networks, with future scalability up to 1Gbps

Broadcom Corporation (NASDAQ: BRCM), a global innovation leader in semiconductor solutions for wired and wireless communications, today announced a joint development agreement with Hyundai Motor to power the next-generation connected car. The collaboration will integrate infotainment, telematics and Advanced Driver Assistance Systems (ADAS) features such as surround view parking and lane departure warning into Hyundai vehicles. Together, the companies aim to deliver robust features and faster connectivity to a broader number of drivers. Visit www.broadcom.com to learn more.

Based on Broadcom's BroadR-Reach® Ethernet technology, the single high-bandwidth in-vehicle network will deliver cost-effective, lightweight 100Mbps connectivity to advance integration of safety applications in the vehicle. Broadcom will showcase the technology at SAE Convergence in Detroit, October 16-17.

As members of the AVnu Alliance and OPEN Alliance (**One-Pair Ether-Net**) Special Interest Group (SIG), Broadcom and Hyundai Motor have partnered since 2011 to drive wide-scale adoption of Ethernet-based automotive connectivity. Ethernet enables an open, scalable network for powering in-vehicle infotainment and ADAS, while supporting faster implementation of next-generation technologies and multiple networks, improving the ability to share data from a common source to the entire network.

BroadR-Reach Ethernet also supports the IEEE 802.1 Audio Video Bridging (AVB) standard, a key technology for achieving high quality audio and video transmission in automotive by providing guaranteed quality of service (QoS), frame synchronization and timing necessary to stream professional-quality audio and video traffic.

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Quotes:

Dr. Ali Abaye, Senior Director, Product Marketing, Infrastructure and Networking Group

“Demand for advanced safety features, together with the need for higher bandwidth and faster connectivity within and between in-car networks, continues to grow at a rapid pace. Broadcom’s Ethernet solutions, pervasive throughout cloud-scale data center, carrier and enterprise networks, are now making their way into the vehicle, enabling a more scalable and open architecture. Our collaboration with Hyundai Motor will make features previously only available in luxury models accessible to a broader number of drivers, ultimately improving automotive safety for the masses.”

Dominique Bonte, Vice President and Practice Director, ABI Research

“As in-car connectivity transforms the automotive industry and driving experience, empowering consumers with passive and active safety along with infotainment and connected lifestyle services at cost-effective price points will be critical to making the connected car a viable experience for all. Ethernet has emerged as a cost-effective standard for powering automotive connectivity and counters age-old issues of scalability and cost-prohibitive technologies that stand in the way of the connected car experience.”

SunJai Lee, Infotainment Design Division Leader, Hyundai Motor

“Hyundai is confident about the viability of Ethernet in the car and looks forward to closely collaborating with Broadcom to develop an Ethernet network for Hyundai vehicles. The in-vehicle Ethernet network will enable key features including infotainment, lane departure warning, park assist and telematics to deliver greater value to our customers. We chose to partner with Broadcom as they deliver superior Ethernet-based innovation to enrich the driver and passenger experience.”

About Broadcom

Broadcom Corporation (NASDAQ: BRCM), a FORTUNE 500® company, is a global leader and innovator in semiconductor solutions for wired and wireless communications. Broadcom® products seamlessly deliver voice, video, data and multimedia connectivity in the home, office and mobile environments. With the industry's broadest portfolio of state-of-the-art system-on-a-chip and embedded software solutions, Broadcom is changing the world by Connecting everything®. For more information, go to www.broadcom.com.

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