

## **VividLogic Announces Vivid-OCHD™ software; A Comprehensive Open Cable Host Device (OCHD™ 2.0) Software Solution for Open Cable STB on Broadcom 7400 series platforms**

### **Integrated solution significantly reduces time-to-market and development cost for Cable Set Top Box Manufacturers**

**Jan 5<sup>th</sup>, 2008 Fremont, CA** -- VividLogic Inc. a leading provider of Premium Open Cable Host Device Software (OCHD™ 2.0) for the Cable STB and HDTV industry, today announced that its premium Vivid OCHD 2.0 software is available on Broadcom 7400 Series Cable STB.

Vivid OCHD 2.0 is an innovative Open Cable Set Top Box (STB) technology designed to significantly reduce time-to-market for STB manufacturers. This is done by integrating and compliance testing the complex Open Cable Applications Platform (OCAP) software, CableCARD™ (MCARD), DOCSIS™ Set Top Gateway (DSG), Common Download, IEEE 1394, Closed Captioning and several additional OCHD 2.0 software and hardware requirements on the Broadcom BCM 97456 and BCM 97455 reference platforms., saving STB manufacturers several man years in development, testing time and cost.

The Broadcom 97456 reference platform integrates the BCM 3255 chipset (DOCSIS 2.0) and the BCM 7400 chipset (dual HD advanced video coding (AVC)/VC/MPEG-2 decoder) providing a high performance platform suitable for Open Cable Set Top Box Applications.

“Open Cable Host Device requirements are complex and our customers find it a daunting task to implement and verify them” said Joe Del Rio, Senior Marketing Manager, Broadband Communications Division, Broadcom. “True to our collaborative nature, Broadcom is committed to significantly reducing the complexity of the software and hardware integration and providing the flexibility and choice our customers desire to successfully deploy Open Cable Host Device Software (OCHD 2.0) on Broadcom platforms. We worked closely with VividLogic to develop an high performance, feature rich, Open Cable based STB reference design, as an easy, short time-to-market solution. While doing so, customers gain access to unparalleled CPU and graphics performance, which allows for unique product differentiation and end user services”.

“We are delighted to work with Broadcom a leading provider of ICs for the STB industry” said Shiva S. Patibanda, Chief Executive Officer, VividLogic Inc. “The Open Cable STB reference design seamlessly integrates the complex Open Cable based OCAP, MCARD, DSG, etc software establishing an easy and affordable way for STB manufacturers to quickly deploy Open Cable based products”.

### **CES-2008 Demonstration**

The Broadcom 97456 Series based Open Cable™ STB reference platform will be demonstrated at CES-08 in VividLogic booth at the Sands Expo #72407.

### **ABOUT VividLogic**

VividLogic is a leading provider of Home Entertainment Software for consumer electronics devices (HDTV, DVD, DVR, etc), PCs and Set Top Boxes. VividLogic’s premium Home Networking Software and Open Cable Host Software is deployed by leading Consumer Electronic and Set Top Box Manufacturers. Additional information about VividLogic is available at [www.vividlogic.com](http://www.vividlogic.com).

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