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FOR IMMEDIATE RELEASE

RVU Alliance Welcomes its First Promoter Members

Motorola, Humax, Thomson, Pace, Entropic Communications, NXP Semiconductors and JetHead Join Alliance to Develop and Promote RVU Technology

Beaverton, Oregon, Nov. 4, 2009 – The RVU Alliance announced today that Motorola, Inc., Humax, Thomson, Pace plc, Entropic Communications, Inc., NXP Semiconductors, and JetHead Development, Inc. have joined as the first Promoter members.

“The newly formed RVU Alliance is capturing the interest of a wide range of companies representing content service providers, consumer electronics manufacturers and technology firms,” said Henry Derovanessian, chairman of the RVU Alliance board of directors. “We welcome other companies to look into the RVU technology and see what it can do for them.”

Motorola’s Home & Networks Mobility business designs, manufactures, sells, installs, and services digital and Internet Protocol (IP) video and broadcast network interactive set-top boxes, end-to-end video delivery systems, broadband access infrastructure platforms, and associated data and voice customer premise equipment to cable television and telecom service providers.

Humax made its successful entry into the digital set-top box market in 1997, and has been a major OEM supplier worldwide. Now, Humax is a recognized world leader in the category, exporting advanced set-top boxes to over 90 countries. With this experience as its foundation, Humax is entering into the Convergence consumer electronics market with digital TV and home media server products. “As today’s home digital products continue to blur the lines with IT-related technologies, we are rapidly entering the era of Convergence consumer electronics.” said Dr. Jong-Uk Kim,

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CTO at Humax. "This transition provides Humax with new and exciting opportunities. For Humax, our participation and leadership in the inevitable evolution towards Convergence consumer electronics means taking a proactive role in partnerships such as the RVU Alliance."

Thomson is a worldwide leader of services to content creators. "As an active supporter of global networking initiatives like DLNA and UPnP for the proliferation of content around the home, Thomson applauds the RVU Alliance for tackling the challenges inherent to providing a consistent user experience across an ever broadening range of devices and platforms, be they operator provided equipment or CE gear. We are proud to join its efforts," said Georges Laplanche, Senior Vice President of the Connect Division at Thomson.

Pace plc is a leading technology developer for the global payTV industry, working across satellite, cable, IPTV and terrestrial platforms. Pace has one of the world's most experienced specialist engineering teams, developing intelligent and innovative products and services for both payTV operators and retail markets across the world. "The RVU Alliance offers Pace an opportunity to participate and contribute in the development of new technologies and platforms that will support our customers with the strategic vision of their business. We are excited about RVU's role in developing what may be a groundbreaking enabler to deliver a rich user experience" said Mike Pulli, President of Pace Americas, Inc.

Entropic Communications is a leading provider of silicon for enabling home entertainment networking. Entropic's technology significantly changes the way high-definition television quality video and other multi-media content such as movies, music, games and photos are brought into and delivered throughout the home. "The RVU Alliance's powerful user interface paradigm looks set to improve and simplify the user experience as consumers connect a larger number and a greater range of video-capable devices together", said Tom Lookabaugh, CTO at Entropic. "As innovators in home connectivity, we at Entropic are excited to participate in an application that not only improves consumers' lives, but also relies on and exploits high performance networking, like the MoCA networks that many service providers are adopting as the backbone of

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their in-home offerings.”

NXP is a leading provider of semiconductors, system solutions and software for global TV and set-top box applications. “Creating a consistent user experience is key to developing a truly connected entertainment experience and we are excited to be leading this initiative as part of the RVU Alliance,” said Lewis Brewster, senior vice president and general manager, Business Line Set-top Box, NXP Semiconductors. “The unique synergies we have with our digital TV and set-top box solutions provide a perfect platform to advance the use of remote user interface technology and therefore create great opportunities to drive mass market adoption.”

JetHead has been instrumental in the development of RVU technology since it’s inception and is able to offer developers, under license, a full RVU compatible client application. “We are very pleased to see the formation of the RVU Alliance and to be leading the development of RVU technology”, said Ben Payne, vice president of Engineering at JetHead. “Our RVU Test Server and RVU Client Application provide RVU developers with an excellent basis from which to build their final CE devices. We look forward to seeing the deployment of RVU compatible products in 2010.”

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About RVU Alliance

The RVU Alliance is an Oregon-based non-profit mutual benefit corporation formed to develop a specification for the new RVU technology including a full-featured "pixel accurate" Remote User Interface (RUI). Founding Promoter members are Broadcom, Cisco, DIRECTV, Samsung and Verizon. The RVU Alliance complements and benefits existing industry interoperability initiatives and underscores its founders' commitment to the sharing of digital content in the connected home. For more information about the RVU alliance, please visit www.rvualliance.org.

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$30.1 billion in 2008. For more information, please visit www.motorola.com.

About Humax

Founded in 1989, Humax Co. Ltd. of Korea is one of the world's leading digital set-top box manufacturers, exporting its products to more than 90 countries worldwide. Listed on the Korean stock exchange (KOSDAQ), the company's international headquarters and research and design facilities are based in Korea with regional offices around the globe. The US Headquarters, Humax USA, Inc., is located in Irvine, CA, with Sales & Marketing operations based in Fort Lee, NJ. For additional information please visit <http://www.humaxusa.com>.

About Thomson

Thomson (Euronext Paris: 18453; NYSE: TMS) is a worldwide leader of services to content creators. www.thomson.net.

About Pace

Pace plc (LSE:PIC) is a leading technology developer for the global payTV industry, working across satellite, cable, IPTV and terrestrial platforms. Pace has one of the world's most experienced specialist engineering teams, developing intelligent and innovative products and services for both payTV operators and retail markets across the world. Pace employs over 950 people in locations around the world, including France, the USA, India and Hong Kong. Pace's international headquarters are in Saltaire, West Yorkshire, UK. For more information on Pace, please visit www.pace.com.

About Entropic Communications

Entropic Communications, Inc. (Nasdaq:ENTR) is a leading fabless semiconductor company that is engineering the future of connected home networking and entertainment by providing next-generation silicon and software technologies to the world's leading cable, telco and satellite service providers, OEM's and consumer electronic manufacturers. As a co-founder of MoCA (Multimedia over Coax Alliance), Entropic pioneered and continues to evolve the way high-definition television-quality video and other multimedia & digital content such as movies, music, games and photos are brought into and delivered throughout the home. For more information, visit Entropic at www.entropic.com.

About NXP Semiconductors

NXP Semiconductors provides High Performance Mixed Signal and Standard Product solutions that leverage its leading RF, Analog, Power, Digital Processing and manufacturing expertise. These innovations are used in a wide range of automotive, industrial, consumer, lighting, medical, computing and identification applications. Headquartered in Europe, the company has about 29,000 employees working in more than 30 countries and posted sales of USD 5.4 billion in 2008. News from NXP is located at www.nxp.com.

About JetHead Development:

JetHead Development, a California-based private company, headquartered in Carlsbad, CA, is the leading developer of RVU software technology. JetHead today employs over 50 people in the development, testing and integration of embedded software for the digital audio/video consumer electronics market. For more information about JetHead Development, please visit www.JetHeadDev.com.

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