

CES Round-Up, Day 1

The following is an attempt to digest the information orgy occurring at the Consumer Electronics Show in Vegas this week. Below are press releases from companies in the Tokeneke semiconductor Universe posted before the close of trading organized by ticker symbol with hyperlinks to the documents via Yahoo!Finance. Initial thoughts:

Most Profound: NVDA SHIELD game platform. Literally a 'game changer' from arguably the best gamer in the industry. But are they doing this from a position of strength, or are they backed into a corner? I don't know yet, but will definitely be looking much closer at NVDA and this development.

Most Enthusiastic: CSR quantity, not necessarily quality.

Most Relevant: PXLW genesis of rejuvenation with Ultra-HD? I'm thinking maybe so.

Also Interesting: TXN emphasis on automotive given its recent exit from wireless handsets.

Missing-in-Action: ENTR with all the STB stuff from competitors BRCM and STM.

BRCM

[NETGEAR® Selects Broadcom's HomePlug AV Technology](#)

[Broadcom Powers New Comcast X1 Cloud-based TV Experience](#)

[Broadcom Powers First LG 5G WiFi Digital Televisions](#)

CSR.L/CSRE

[CSR Shakes up Video Gaming Industry with aptX® Low Latency Demo at CES](#)

[CSR Debuts Single-Chip Audio Solution for Wireless Entry-Level Sound Bars](#)

[CSR Unveils Smart Remote Evaluation and Development Kits – First Voice Command Capability with Bluetooth® Smart](#)

[CSR Drives Bluetooth® Smart Innovation at CES 2013 with Turnkey Product Solutions](#)

[CSR Previews Wireless Audio Platform for Sound Bar Market at CES 2013](#)

[CSR Breaks Barrier to Affordable Home Audio Networks](#)

[CSR Throws Spotlight on Wireless Networked Audio and Bluetooth Smart Technologies at CES 2013](#)

IKAN

[Ikanos Hosts Broadband Industry Innovators to Forecast What's Next for the Connected Home](#)

INTC

[McAfee and Intel Redefine Consumer Security](#)

MSPD

[Mindspeed System-on-Chip \(SoC\) Processors Fuel New Capabilities for Broadband, Wireless and Networking OEMs at the 2013 International CES](#)

NVDA

[NVIDIA Untethers Gaming With Project SHIELD](#)

[NVIDIA Introduces World's Fastest Mobile Processor](#)

[Top International Cloud-Gaming Pioneers Standardize on NVIDIA GRID Platform](#)

OCZ

[OCZ to Unveil PCIe-Based Vector SSD Series at CES 2013](#)

PXLW

[Pixelworks' Video Display Processors Debut At CES In Ultra High Definition TVs](#)

[Pixelworks Introduces Next Generation Video Display Processor](#)

QCOM

[Qualcomm and AT&T Support Internet of Everything Development Platform](#)

SIGM

[Sigma Designs Launches New EasyTV\(TM\) Dongle With Wireless Display at CES](#)

[Sigma Designs Unveils Second Generation Breakthrough G.hn Chipset for Premium Networked Performance Over Any Home Wires](#)

[Sigma Picks Boxee to Take Digital TV to the Next Level](#)

[Sigma Designs Showcases 4K x 2K Ultra HD at CES](#)

SIMG

[MHL Consortium Kicks Off 2013 With an Installed Base of More Than 220 Million Products and Close to 180 Global Adopters](#)

SNDK

[SanDisk Solid State Drive Enables Innovative ASUS Transformer Book](#)

[SanDisk Strengthens Focus on SSD Business](#)

STM

[STMicroelectronics and Quantenna Cooperate to Deliver Best-in-Class Wireless Set-Top Box Reference Design](#)

[STMicroelectronics and Tatung Collaborate to Enable Smarter Homes](#)

TSRA

[Invensas Licenses xFDTM Technology, will be Demonstrated in Ultrabooks™ at CES 2013](#)

TXN

[Automotive infotainment re-defined: TI's "Jacinto 6" automotive OMAP™ processor paves the way for an unparalleled in-vehicle experience](#)

[Beyond hands-free: TI brings high-performance wireless connectivity to automotive infotainment with new WiLink™ 8Q family](#)

[Texas Instruments DLP® Technology Set To Deliver Greater In-Car Infotainment With New, Innovative Head-Up Display, Center Console And Dashboard Systems](#)

[Texas Instruments Announces All-New DLP® Pico™ Chip Architecture](#)

[TI introduces the first integrated analog front end for photometry and showcases HealthTech at CES 2013](#)

—Dan K. Scovel
Semiconductor Analyst

Tokeneke Research LLC

Rowayton, CT 06853

dscovel@tokenekeresearch.com

<http://www.tokenekeresearch.com>

203-554-4621

Copyright © 2013 Tokeneke Research LLC. All rights reserved. This report is for information purposes only and does not constitute a solicitation or an offer to buy or sell any security or to participate in any investment or trading strategy. Opinions expressed in this report reflect the judgment of Tokeneke Research LLC on the topics addressed as of the date of the report, and are subject to change without notice. Tokeneke Research LLC makes every effort to use reliable and comprehensive information but makes no representation that the information in this report is accurate or complete, nor does it undertake to update or revise this report at any time or for any reason. This report contains forward-looking statements that involve risks and uncertainties, both known and unknown, as well as assumptions that, if they do not fully materialize or prove incorrect, could cause actual results to differ materially from those expressed or implied by such forward-looking statements. Actual results and trends may differ materially from historical results or those projected in any such forward-looking statements depending on a variety of factors. This report does not provide individually tailored investment advice and has been prepared without regard to the specific individual financial situation, objectives and needs of those who receive it. Securities discussed in this report may not be suitable for the reader. Tokeneke Research LLC and/or Dan Scovel may have a long or short position in the securities of a company or companies mentioned in this report and, at any time, may change that position. Tokeneke Research LLC accepts no liability whatsoever for any loss or damage of any kind arising out of the use of any part, or all, of this report. All company and product names mentioned in this report may be trademarks or registered trademarks of their respective holders and are used for identification purposes only. Reproduction or distribution of this report, even for internal distribution, is strictly prohibited unless specifically authorized by Tokeneke Research LLC.