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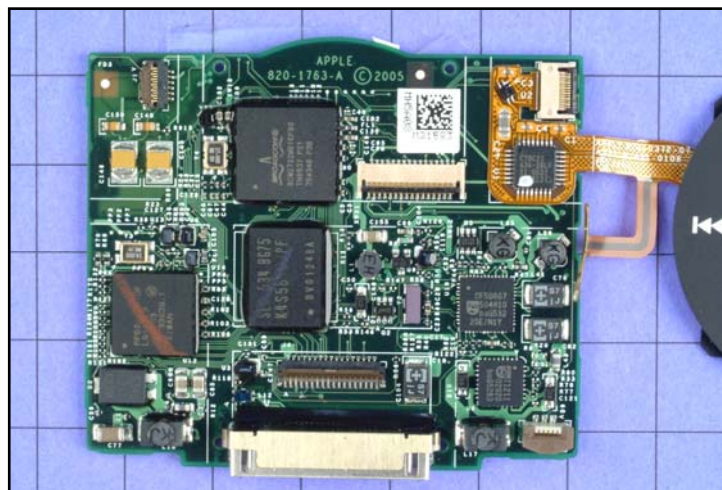
## **Inside Out: iPod Video Employs Broadcom Chip for Video Processing**

*Portelligent Analysis Indicates that Apple has Chosen Broadcom BCM2722 for the new iPod Video.*

(Austin, Texas – October 20, 2005):

In a quick-turn “product teardown” analysis, Portelligent, Inc., has confirmed industry rumors that the new Apple iPod Video employs Broadcom’s BCM2722 multimedia/video processor. Other key IC suppliers are Portal Player (CPU) and Samsung (SDRAM memory).

Apple’s choice of the Broadcom multimedia/video processor supports an extension of the capabilities of prior-generation iPods into video playback, while the latent features of the BCM2722 suggest the possibility of a further expansion of the iPod family tree, including potentially the introduction of iPods that support image capture. While both Portal Player and Sigmatal have described versions of their audio-player ASICs that also support video, for now Apple appears to have settled on a go-to-market strategy with the iPod Video that centered on incrementally adding new processing capability to the existing platform used earlier in the iPod line-up.



**Main Board in Apple iPod Video**

Portelligent’s initial estimate of the total bill-of-materials cost for the iPod Video comes in at \$144, over half of which derives from the estimated cost of the 1.8-inch, 30-GBYTE hard disk drive (Toshiba is the supplier of the drive). This estimate suggests gross hardware manufacturing margins of slightly over 50 percent on the latest iPod.

Portelligent, Inc., located in Austin, Texas, USA, offers reports and analyses that are generated through a rigorous “product-teardown” methodology to the electronics, wireless, semiconductor, and financial sectors. Portelligent is a spin-out of the MCC research consortium, where underlying analytical methods and cost models were developed.



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