

BroadLight Selects CEVA VoIP Platform for GPON Residential Gateway SoC

Highly integrated CEVA-VoP™ Powers BroadLight's BL2348 Residential Gateway SoC for fiber-to-the-home (FTTH) applications.

SAN JOSE, Calif. – October 6, 2008 - [(NASDAQ: CEVA); (LSE: CVA)], a leading licensor of silicon intellectual property (SIP) platform solutions and DSP cores, and BroadLight, a leading supplier of GPON semiconductors and software, today announced that BroadLight has licensed and deployed the CEVA-VoP™ Voice-Over-Packet platform in their newest BL2348 GPON Residential Gateway (RG) System-on-Chip (SoC) solution. BroadLight's latest SoC provides high bandwidth internet and VoIP capabilities for a new breed of cost-effective Customer Premise Equipment (CPE) connected to the Internet via Passive Optical Network (PON).

“BroadLight has a long history of developing feature-rich and cost effective PON solutions in minimal time,” said Gal Sitton, Vice President of Systems at BroadLight. “Using the CEVA-VoP platform for our BL2348 GPON System-on-Chip and leveraging CEVA's expertise in DSP cores, we were once again able to meet the cost, performance and time-to-market requirements for the successful deployment of our product.”

“We are pleased to announce BroadLight as the latest licensee for our fully integrated CEVA-VoP platform,” said Eran Briman, Vice President of Corporate Marketing at CEVA. “Their selection of our Voice-over-Packet platform for development of their GPON product further demonstrates the performance capabilities and ease-of-integration of our silicon-proven technology.”

The CEVA-VoP platform is built on top of the widely adopted, fully programmable CEVA-TeakLite-II high-performance DSP engine, and the Xpert-TeakLite-II integrated subsystem (with cached memory, peripherals, and system interfaces), capable of handling multiple, simultaneous voice channels on a single core. CEVA has included internally developed software modules for critical functions such as voice coding, echo cancellation and telephony interfaces. In addition, CEVA-VoP handles the signaling and networking

functions in the standalone networking configuration of the platform, where the system does not require an integrated host CPU. CEVA-VoP is supported by a complete set of development tools, a reference board and various application utilities.

About CEVA, Inc.

Headquartered in San Jose, Calif., CEVA is a leading licensor of silicon intellectual property (SIP) DSP Cores and platform solutions for the mobile handset, consumer electronics and storage markets. CEVA's IP portfolio includes comprehensive solutions for multimedia, audio, voice over packet (VoP), Bluetooth and Serial ATA (SATA), and a wide range of programmable DSP cores and subsystems with different price/performance metrics serving multiple markets. In 2007, CEVA's IP was shipped in over 225 million devices. For more information, visit www.ceva-dsp.com

About BroadLight

BroadLight delivers the industry's only end-to-end (E2E) solution (from the customer premises to the central office) for equipment vendors designing ITU-T compliant passive optical network (PON) systems. The company's completely integrated product line consists of standards-based communication semiconductors and software solutions that enable its customers to deliver BPON and GPON equipment to carriers and services providers worldwide. This E2E solution provides customers with a lower risk development cycle and enables them to significantly speed time-to-market. As a result, BroadLight technology has been adopted by leading manufacturers who are currently providing equipment for the some of the world's largest fiber PON roll-outs.

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