

# Israel's Siano Sees Five-Fold Revenue Surge as Demand Climbs

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Jan. 12 (Bloomberg) -- Israeli start-up [Siano Mobile Silicon](#), whose chips enable television on mobile and hand-held devices, expects revenue to surge this year as the company ramps up production to meet greater-than-expected demand.

"We are expecting five-fold revenue growth in 2010," Chief Executive Officer Alon Ironi said in phone interview, after the Netanya, Israel-based company announced a \$23.5 million fund-raising round from existing investors. He declined to disclose current revenue figures.

More than 60 million handsets enabled for mobile television were sold worldwide last year, according to Siano's Web site. As more smartphones are sold, consumers are using more mobile content, with video one of the faster growing areas, according to Levi Shapiro of TMT Strategic Advisors, a California-based telecommunications consulting firm that works with [Deutsche Telecom AG](#) and [NTT DoCoMo Inc.](#)

"Some people gave up on mobile television becoming a big application and some people weren't clear. We made the bet and it's taking off and paying off," said Siano Chairman [Erel Margalit](#), who is also managing partner of Jerusalem Venture Partners.

Israel in 2008 drew more than twice the venture capital per citizen than the U.S. and 30 times as much as continental Europe, according to [Saul Singer](#), co-author of the book "Start-up Nation."

Public Offering

Investors in the financing included JVP and [DFJ Tamir Fishman Ventures](#), backers of Chromatis Networks Inc., a company that was sold to Lucent Technologies for \$4.82 billion in 2000. Star Ventures, Walden Israel and Bessemer Venture Partners also participated. The company's next investment round will be a sale of shares to the public, according to Ironi. He didn't say when that would be.

Founded in June 2004, Siano's chips are incorporated in devices made by [Dell Inc.](#), the world's third-largest personal-computer maker; [Samsung Electronics Co.](#), Asia's biggest maker of semiconductors, flat-screen televisions and mobile phones; [Motorola Inc.](#), the largest U.S. mobile-phone maker; [ZTE Corp.](#); and [Garmin Ltd.](#)

The chipsets offer multiband, multistandard capabilities, a versatility that Windsor Holden, telecommunications analyst at Juniper Research, said will give the company an edge in the market. "The key is producing multistandard chip sets and if you can do that at a relatively low cost, it could be attractive," Holden said by telephone.

[Juniper Research](#) is a telecommunications analyst firm based in Hampshire, England that specializes in the mobile and wireless sector.

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