



Siano launches lowest cost receiver chip for multi-standard mobile / portable DTV

The SMS1140 offers DVB-T, T-DMB and ISDB-T at exceptional high quality and record breaking price

Siano opens Shenzhen offices to work closely with local design houses

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Siano Mobile Silicon (www.siano-ms.com), a leading global MDTV chip-maker, announced today the launch of a new low-cost multi-standard mobile TV receiver chip, the SMS1140 - and the opening of new offices in Shenzhen, the de-facto capital of China's consumer electronics industry. Offering a substantial price reduction compared with all existing market solutions, the new SMS1140 supports the major global MDTV broadcasting standards of DVB-T, ISDB-T and T-DMB. Siano will be demonstrating the high performance of the SMS1140 at the upcoming IIC Exhibition in Shenzhen, on February 26-27, at Hall 6 booth number 6303.

The SMS1140 heralds a new era in affordable MDTV chip solutions, opening up new market opportunities within the consumer electronics industry, particularly given the rising demand for mobile TV convergence amongst PC makers, navigational device manufacturers and other entertainment device suppliers. By establishing a local presence in Shenzhen, Siano can directly market the SMS1140 from the heart of the world's consumer electronics capital.

Alon Ironi, CEO of Siano, commented, "So far the reality in portable TV has been such that device makers either had to compromise on cost and get a quality receiver chip, or compromise on quality and pay less. The SMS1140 combines both state-of-the-art reception quality of the 3 most popular DTV technologies worldwide, at a ground breaking price, opening up new commercial opportunities for mobile TV within the consumer electronics industry."

Wei Wang, General Manager of Siano China added: "Opening offices here in Shenzhen is a natural extension of our main business activity in Beijing, representative of the increasing demand for Siano's products in China. With the emergence of the CMMB market, coupled with an increasing share of Shenzhen-based makers in the global mobile TV market, this move will allow us to optimize the service we provide to our numerous customers in Southern China.

Supporting the technologies of the most popular global mobile TV markets – those of Europe, Japan and Korea, the SMS1140 enables consumer electronics manufacturers to upgrade every portable device that has a color screen with high performance MDTV feature, at a minor impact on the overall bill of materials.

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About Siano Mobile Silicon

Siano Mobile Silicon provides integrated silicon receiver and antenna chips for the mobile digital TV (MDTV) market. Tailored specifically for handheld and mobile devices, the company's multi-standard solutions combine high performance with extremely low power and ease-of-design. Siano's products are already shipped in mobile and portable devices all over the world and the company has built a vast customer base including tier-1 PC and mobile handset manufacturers. Registered in the USA, Siano has offices in China, Taiwan, South Korea, Japan, Israel and the USA.

For additional information on Siano Mobile Silicon's solutions, please visit: www.siano-ms.com.

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