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## Siano Launches a New Website

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What's New at: [www.siano-ms.com](http://www.siano-ms.com)



## What's New at [www.siano-ms.com](http://www.siano-ms.com)

- ❖ More Information
- ❖ Multi-lingual Website – English & Chinese (future Portuguese)
- ❖ Clear Structure
- ❖ Easy Navigation
- ❖ Advanced Search Feature
- ❖ Networking Capabilities
- ❖ Siano's Look & Feel



## Siano's Website – More Information

- ❖ Products directory has been divided into Product & Solutions, Applications and Support
  - ❖ Applications are divided by:
    - ✓ Cellular Phones, Smartphones & Mobile Data Cards
    - ✓ PC Applications
    - ✓ PMP/PND/MP-4
    - ✓ Set-Top-Box / HDTV
    - ✓ Automotive Infotainment Devices
  - ❖ Support provides a complete Resource Library
    - ✓ Product Briefs
    - ✓ Reference Designs by Products
    - ✓ White Papers

# Siano Website – Clear Structure

- ❖ All information can be reached from the outside top bar including:
  - ❖ Company Information
  - ❖ Products & Solutions
  - ❖ Application References
  - ❖ Mobile DTV Technology (including Market Status)
  - ❖ Support
  - ❖ Careers
  - ❖ News & Events (including MDTV Highlights)
- ❖ Multi-lingual: English and Chinese
  - ❖ Portuguese (future)
  - ❖ Search Engine - *new*

# Siano's Website – Multi-lingual Site

## ❖ Home Page – English & Chinese



# Siano's Website - Easy Navigation (1/5)

- ❖ Home Page – Easy access i.e. to applications



Applications Powered by Siano at a snapshot

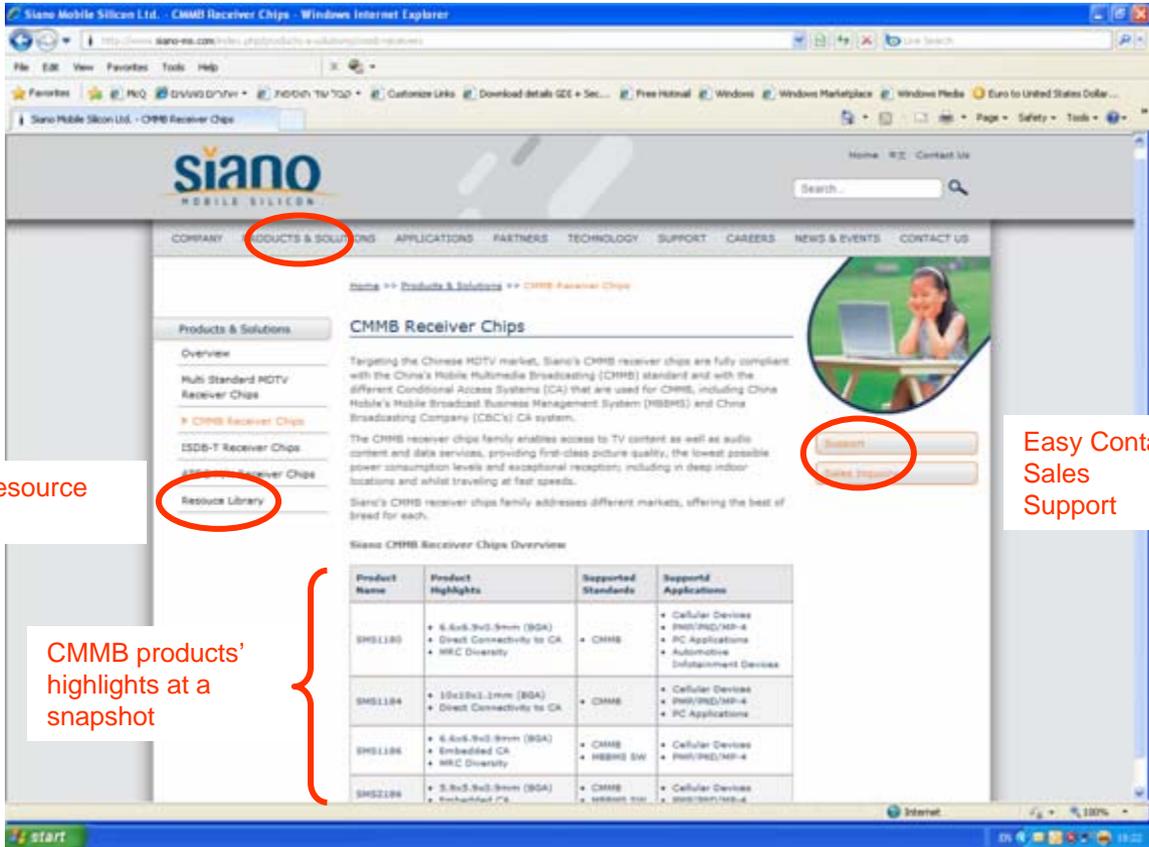
# Siano's Website - Easy Navigation (2/5)

- ❖ Company – Easy access to company information and news



# Siano's Website - Easy Navigation (3/5)

- ❖ Products & Solutions – Intuitive access to product info, sales & support



The screenshot shows the Siano Mobile Silicon website in Internet Explorer. The navigation menu includes 'COMPANY', 'PRODUCTS & SOLUTIONS' (circled in red), 'APPLICATIONS', 'PARTNERS', 'TECHNOLOGY', 'SUPPORT', 'CAREERS', 'NEWS & EVENTS', and 'CONTACT US'. The 'Products & Solutions' section is active, displaying 'CMMB Receiver Chips'. A 'Resource Library' link is circled in red. A 'Support' button is also circled in red. A table titled 'Siano CMMB Receiver Chips Overview' is visible, listing product names, highlights, supported standards, and supported applications.

Link to Resource Library

Easy Contact: Sales Support

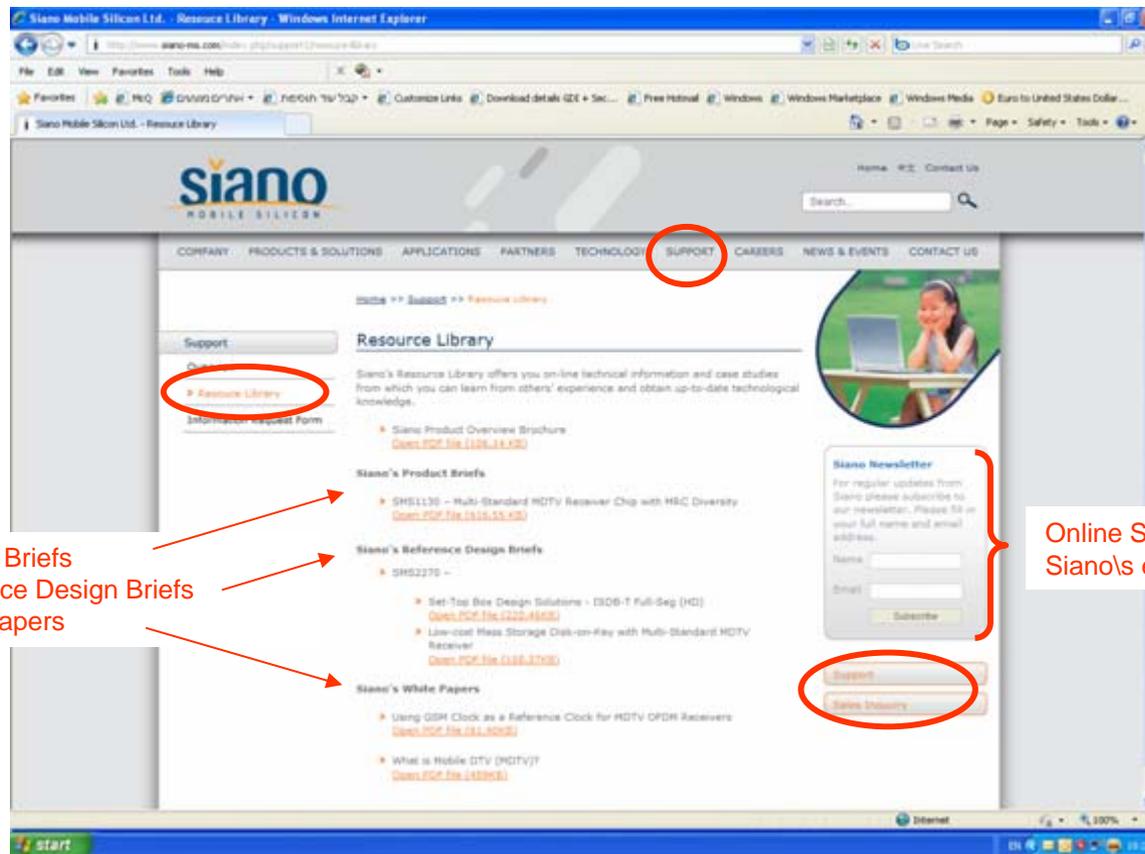
CMMB products' highlights at a snapshot

Product Name	Product Highlights	Supported Standards	Supported Applications
SMS1180	<ul style="list-style-type: none"> <li>6.4x8.9x0.9mm (BGA)</li> <li>Direct Connectivity to CA</li> <li>WEC Diversity</li> </ul>	<ul style="list-style-type: none"> <li>CMMB</li> </ul>	<ul style="list-style-type: none"> <li>Cellular Devices</li> <li>PDV/PDV-MP-4</li> <li>PC Applications</li> <li>Automotive Infotainment Devices</li> </ul>
SMS1184	<ul style="list-style-type: none"> <li>10x10x1.2mm (BGA)</li> <li>Direct Connectivity to CA</li> </ul>	<ul style="list-style-type: none"> <li>CMMB</li> </ul>	<ul style="list-style-type: none"> <li>Cellular Devices</li> <li>PDV/PDV-MP-4</li> <li>PC Applications</li> </ul>
SMS1186	<ul style="list-style-type: none"> <li>6.4x8.9x0.9mm (BGA)</li> <li>Embedded CA</li> <li>WEC Diversity</li> </ul>	<ul style="list-style-type: none"> <li>CMMB</li> <li>IEEE802.11n</li> </ul>	<ul style="list-style-type: none"> <li>Cellular Devices</li> <li>PDV/PDV-MP-4</li> </ul>
SMS2186	<ul style="list-style-type: none"> <li>5.8x5.8x0.9mm (BGA)</li> <li>Embedded CA</li> </ul>	<ul style="list-style-type: none"> <li>CMMB</li> <li>IEEE802.11n</li> </ul>	<ul style="list-style-type: none"> <li>Cellular Devices</li> <li>PDV/PDV-MP-4</li> </ul>



# Siano's Website - Easy Navigation (4/5)

## ❖ Resource Library – Simple pdf file Downloads



Product Briefs  
Reference Design Briefs  
White Papers

Online Subscription to  
Siano's eNewsletter



MDTV by Siano

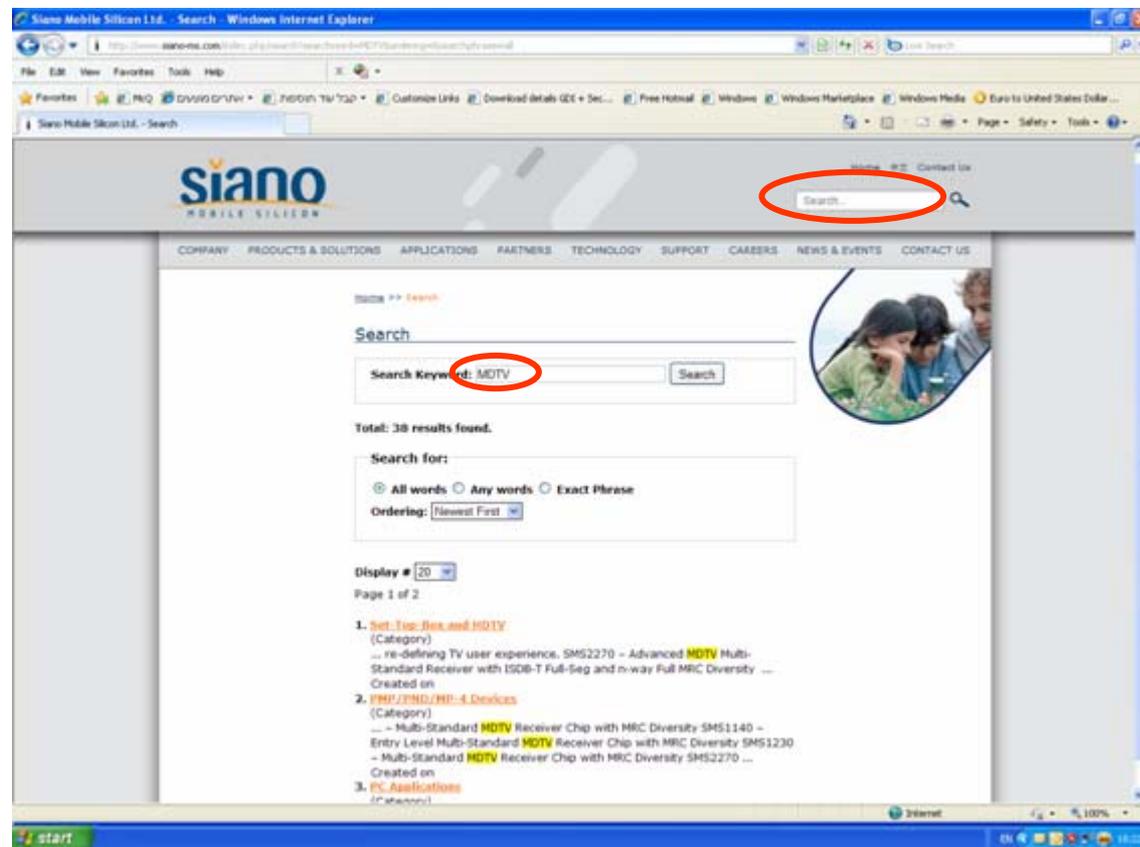
# Siano's Website - Easy Navigation (5/5)

## ❖ Applications – Typical Applications Powered by Siano



# Siano's Website – Advanced Search Feature

- ❖ Search – Available on every page



# Siano's Website – Networking & Communicating

- ❖ Follow us and share Siano's information with a friend



# Siano's Website – Company's Look & Feel

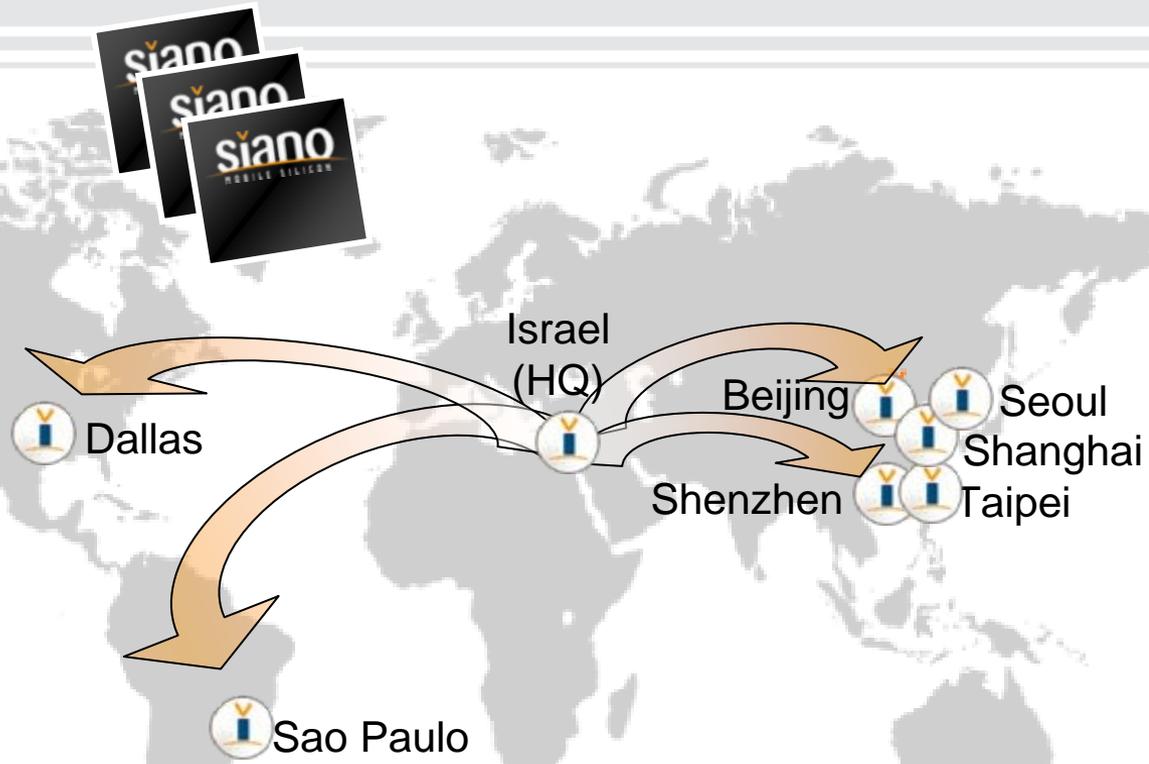
- ❖ Look for us also at tradeshows and on the web
  - ❖ Our Colors: blue, orange over light gray background
  - ❖ Our Slogan: enabling TV EVERYWHERE®
  - ❖ Our Tagline:



Chinese / 中文



# World-Class Products – World-Class Support



[www.siano-ms.com](http://www.siano-ms.com)

