



enabling TV EVERYWHERE®



Siano Launches a New Website

What's New at: www.siano-ms.com



What's New at 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

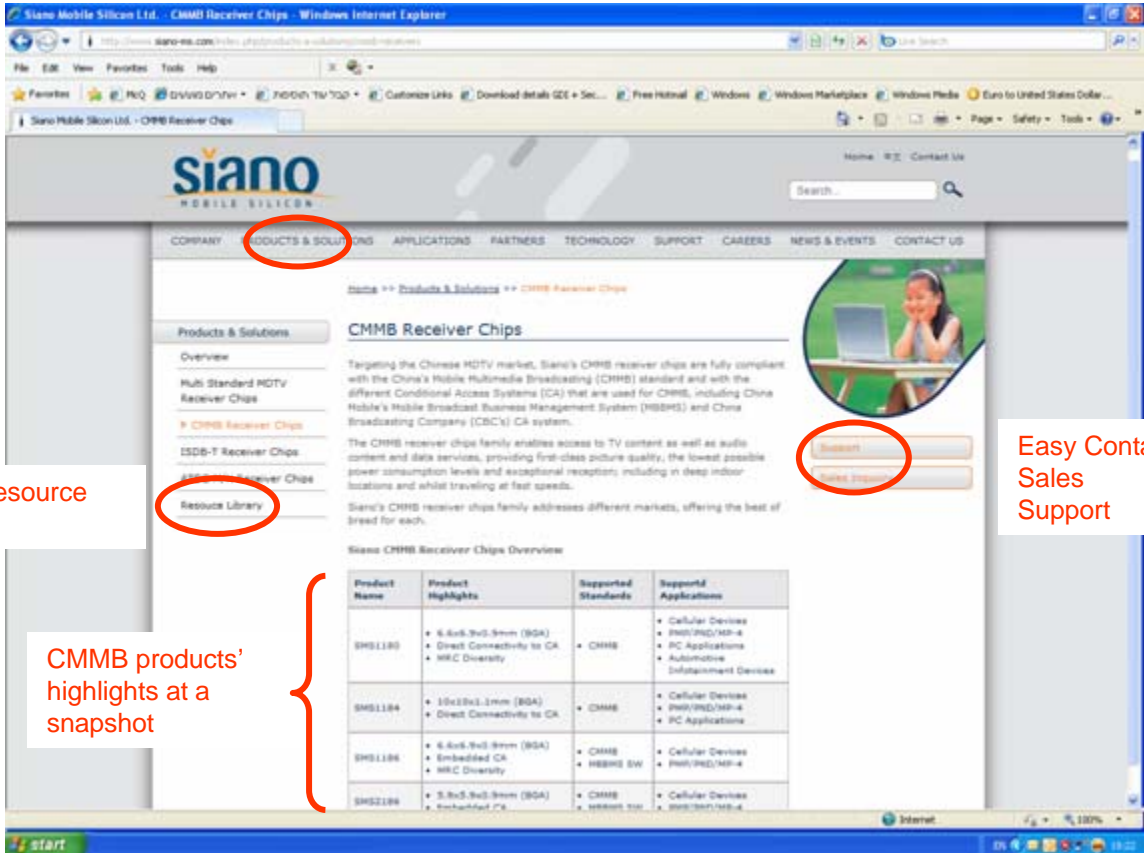
Siano's Website - Easy Navigation (2/5)

- ❖ Company – Easy access to company information and news



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

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



Link to Resource Library

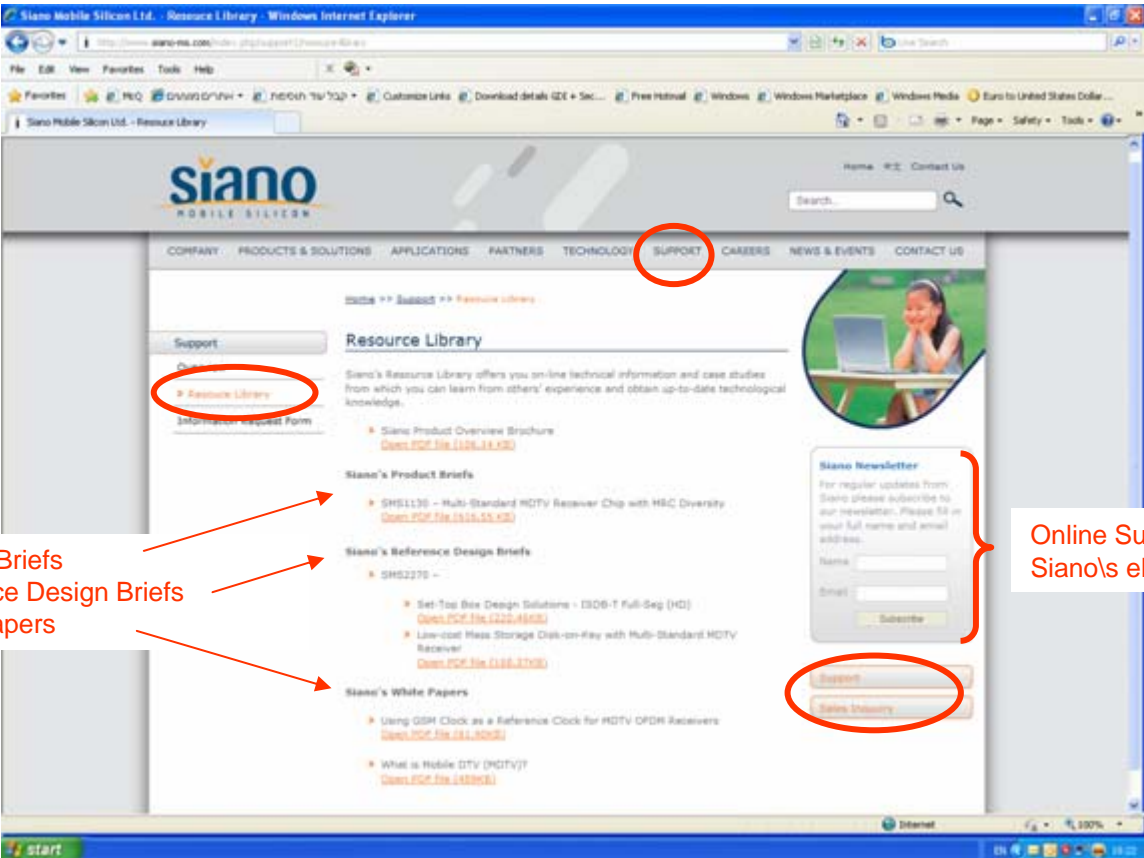
Easy Contact: Sales Support

CMMB products' highlights at a snapshot

Product Name	Product Highlights	Supported Standards	Supported Applications
SMS1180	• 6.6x8.8x0.5mm (BGA) • Direct Connectivity to CA • HRC Diversity	• CMMB	• Cellular Devices • PDA/PMP/MP-4 • PC Applications • Automotive Infotainment Device
SMS1184	• 10x10x1.1mm (BGA) • Direct Connectivity to CA	• CMMB	• Cellular Devices • PDA/PMP/MP-4 • PC Applications
SMS1186	• 6.6x8.8x0.5mm (BGA) • Embedded CA • HRC Diversity	• CMMB • HBBW SV	• Cellular Devices • PDA/PMP/MP-4
SMS2186	• 5.8x5.8x0.5mm (BGA) • Embedded CA	• CMMB • HBBW SV	• Cellular Devices • PDA/PMP/MP-4

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

❖ Resource Library – Simple pdf file Downloads



The screenshot shows the Siano Mobile Silicon Ltd. Resource Library website. The navigation bar includes links for COMPANY, PRODUCTS & SOLUTIONS, APPLICATIONS, PARTNERS, TECHNOLOGY, **SUPPORT** (circled in red), CAREERS, NEWS & EVENTS, and CONTACT US. The left sidebar has a 'Support' section with a link to 'Resource Library' (circled in red). The main content area is titled 'Resource Library' and lists various documents for download, including 'Siano Product Overview Brochure', 'Siano's Product Briefs' (with a link to 'SMS1130 - Multi-Standard HDTV Receiver Chip with HBC Diversity'), 'Siano's Reference Design Briefs' (with a link to 'SMS2270'), and 'Siano's White Papers' (with a link to 'Using GSM Clock as a Reference Clock for HDTV DPCR Receivers'). A 'Siano Newsletter' subscription form is on the right, with a 'Subscribe' button (circled in red). A red bracket on the right side of the newsletter form is labeled 'Online Subscription to Siano's eNewsletter'. Red arrows point from the text 'Product Briefs', 'Reference Design Briefs', and 'White Papers' to their respective links in the Resource Library section.

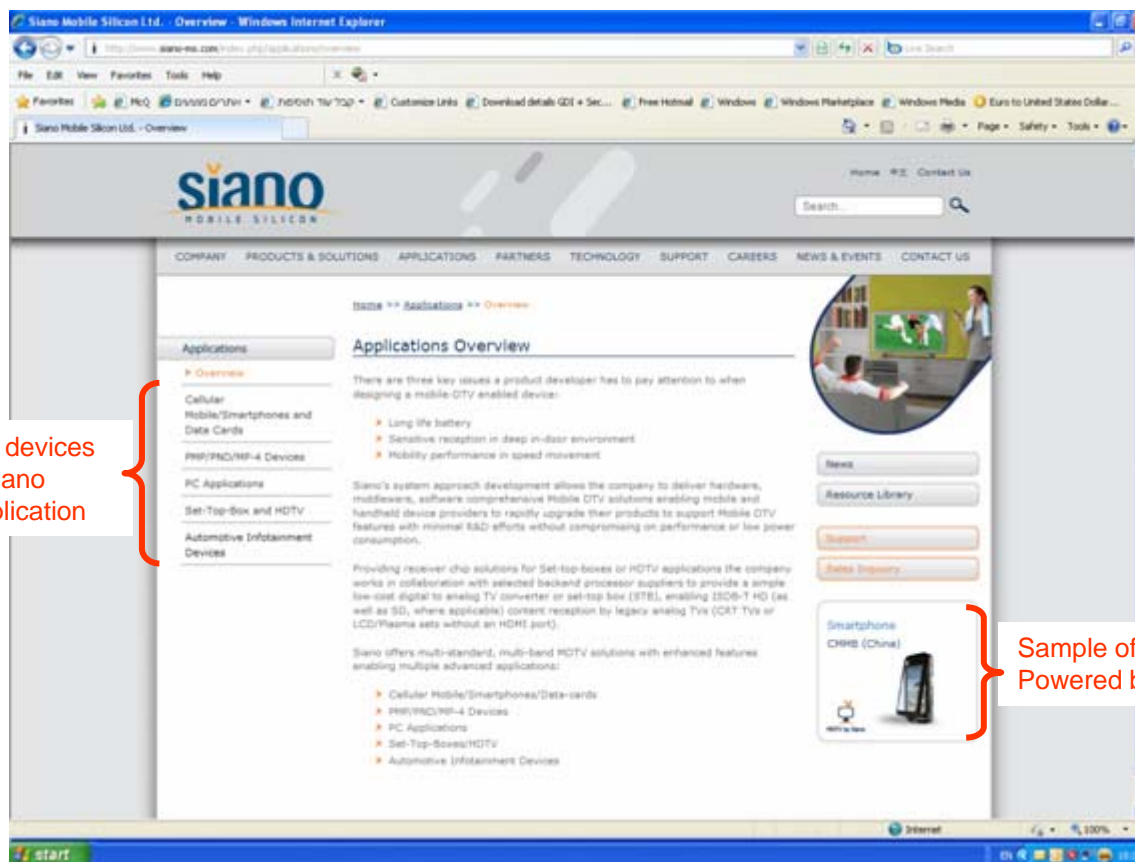
Product Briefs
Reference Design Briefs
White Papers

Online Subscription to Siano's eNewsletter

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

❖ Applications – Typical Applications Powered by Siano

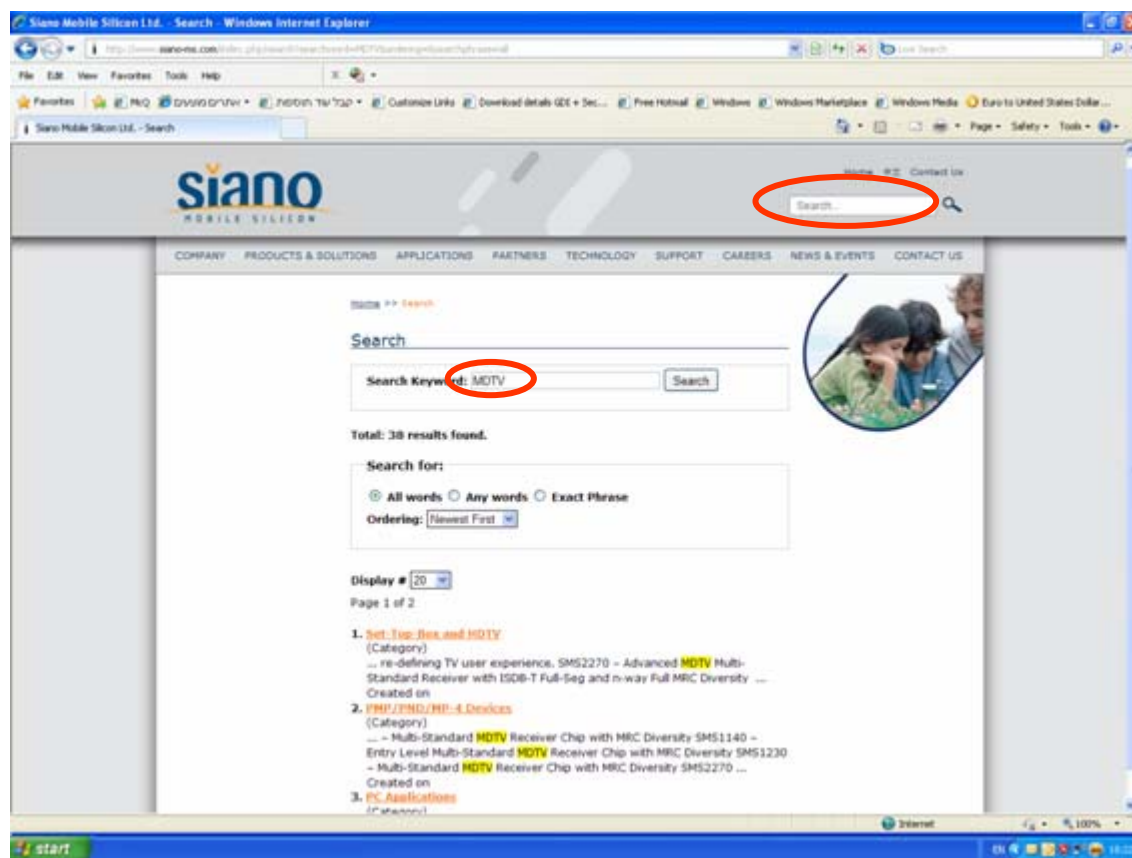
References of devices powered by Siano divided by application



Sample of 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

Colored applications surrounded by Siano's blue ellipse



World-Class Products – World-Class Support

