

## **STMicro to Supply Set-Top Box Chip to Beijing Gehua Cable TV Network**

STMicroelectronics announced that Beijing Gehua Cable Television Network has selected ST's integrated HD Cable Modem chip to deploy in set-top boxes to all of its subscribers. Beijing Gehua's customers will benefit from the STi7141's integrated triple play and cable modem function, dual-tuner personal video recorder (PVR), and video-on-demand features to obtain delivery of a low-cost high-performance interactive service.

The STi7141 supports the latest HD broadcast standards including MPEG4/H.264/VC1 decoding. The DOCSIS/EuroDOCSIS 2.0 cable modem enables an always-on Internet connection and supports IP-based interactive TV and Internet telephone services. The STi7141 has a built in Ethernet and also supports DOCSIS 3.0 channel bonding, to enable high-speed broadband download, as well as HDMI and USB.

Rigorous testing of the new STi7141-based cable-modem interactive STB has found the chip's performance, stability, low power consumption and integrated triple-play function greatly exceeds the capability of Gehua's its previous-generation STB and successfully meets all of the company's current and anticipated needs.

"Gehua has decided to deploy the STi7141 STB throughout Beijing's Cable Network to benefit from the high performance and low power consumption of the device," said Mr LIU Qiang, General Manager, Changhong Network company, "with the application convergence development in the Triple Play STB, Cable Operators have increased demand to enhance the STB performance and ST's Cable Modem Integrated HD chip is the perfect choice for cable operators having DOCSIS interactive network. STi7141 has unique cost, performance, and Flexible Broadband Channel Bonding & Video QAMs configuration. Changhong has successfully developed an STi7141 embedded Cable Modem STB and has mass deployed it in the Gehua Cable Network. This winning solution places Changhong in the leading position in Embedded Cable Modem Triple play STB development."

"The high-end capabilities, unprecedented integration and compliance with standards of the STi7141 will deliver to consumers in China an exceptional communication, entertainment and information experience," said Laurent Remont, General Manager, Connected Home Division, Home Entertainment and Displays Group, STMicroelectronics. "Gehua's evaluation and selection process was extremely rigorous and the success of the STi7141 in passing these tests validates our efforts to deliver the industry's best technology for set-top boxes."

The STi7141 was selected for its powerful dual-processor SoC with cable-modem integration, which enables advanced interactive value-added services and triple-play features in its STB, as well as its remarkable lower power consumption when running full applications. Gehua has solid innovative service plans to use the

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STi7141's features to maximize benefits to its subscribers and achieve business growth.

Further information on ST can be found at [www.st.com](http://www.st.com) [1].

**Posted by Janine E. Mooney, Editor**

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