# Siano Awarded iChina's "Annual Trusted Brand Award by Customer 2011"

Siano announced that it has received the prestigious honor of ‘Annual Trusted Brand Award by Customer 2011’, presented by iChina, one of China’s most influential trade media outlets. iChina's editorial focus is geared towards brands that are highly valued by customers and industry stakeholders. This year, the award was shared by Siano and Hitachi Data System (HDS).

Since launching in 2008, the ‘iChina Tech’ awards series has become well recognized within the ICT and semiconductor industries. This year, iChina recognized Siano’s consistent valuable contribution to its Chinese customers, including Siano’s dedication to turning high-end technology into cost-effective products. Additionally, the judges recognized Siano's important role as a driving force in promoting China’s CMMB (China Multimedia Mobile Broadcasting) market.

"We highly value this public recognition by the mobile communication industry, and we look forward to building on this trust by introducing new value-added products and services to our Chinese customers," said Wang Wei, Siano China General Manager.

According to Wang Wei, Siano China's strength is to apply its advanced technical competencies to providing mixed-signal, power efficient solutions for wireless and battery-operated devices. Additionally, Siano's complete line of mobile digital TV (MDTV) solutions push the boundaries in mobile entertainment technology, and provide end-users with enhanced products at lower prices.

Since Siano entered the Chinese market in 2006, the company has established itself as an integral part of China’s rapidly growing mobile TV market. Domestic customers include ZTE, Huawei, Lenovo, and Yulong, and many others. As Wang Wei emphasized, “In 2012, Siano will continue to pioneer the industry’s most cutting-edge technology and leading the growth of the Chinese CMMB market.”

For more information, visit us at www.siano-ms.com [1].

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

January 3, 2012

**Source URL (retrieved on *03/10/2014 - 7:45am*):**
http://www.wirelessdesignmag.com/news/2012/01/siano-awarded-ichinas-annual-trusted-brand-award-customer-2011

**Links:**
[1] http://www.siano-ms.com