Siano Expands Operations with Opening of Japan Office and Launch of New Products for Japanese Mobile DTV Market

Siano announced the establishment of its new office in Japan. Located in the heart of Tokyo, the new Siano office will provide marketing, sales and technical support to the growing number of customers and partners in the region. Siano is also rolling out a family of new receiver chips designed to serve Japan’s mobile and portable DTV markets, as well as the ISDB-Tmm market, Japan's new mobile Pay-TV initiative. Also known as MobacasTM, ISDB-Tmm is being heavily promoted by Japan’s leading telecommunications companies, including NTT-DoCoMo.

Mr. Aki Awata, a veteran in the local semiconductor market, will lead Siano's Japanese operations. Prior to joining Siano, Mr. Awata was employed by Zoran Corporation and Texas Instruments in Japan.

Siano is an established global leader in the mobile digital TV (MDTV) market, and currently has a substantial share of the world’s leading MDTV markets in China and Latin America. The company is also very active in the emerging U.S. market, and with the launch of an office in Japan, is poised to capture a large share of the ISDB-Tmm market.

Complementing the launch of Siano Japan is the introduction of new dedicated receiver solutions:
The SMS3130 is Siano's 3rd generation of cost-effective ISDB-T 1-segment MDTV receivers, with extremely optimized size, and unprecedented low power consumption (less than 45 mWatt). This results in a superior 1-segment receiver solution for cellular and mobile devices for the fast-growing Japanese market. The SMS3130 will be available as samples for select customers starting May 2012, in both 3.5 x 3.5mm BGA and 2.9 x 2.9mm CSP packages, the latter targeting module makers.

The SMS3230 is an ISDB-Tmm single-Die MDTV receiver chip. It is a state-of-the-art “Tmm-focused” solution, designed to meet the unique requirements of Tmm technology, boasting small size, unparalleled receiver performance and highly attractive system cost. The SMS3230 leverages Siano’s vast experience in combining various MDTV technologies into a single-die, multi-standard product, supporting both ISDB-T full-segment (HDTV) and ISDB-Tmm (in addition to 1-segment). The SMS3230 will be available in May 2012 in a 4 x 4mm package with a very low Z dimension (LGA), making it attractive to module makers as well as “chip-on-board” designs.

Additionally, the SMS2270 will provide global multi-standard MDTV support as well as key features that enable high-quality single-chip DTV accessories for AppleTM iPhone and iPad.

“With the introduction of these new receiver solutions designed for the local market, we intend to help drive the industry towards mobile DTV on-the-go,” said Aki Awata, Siano Japan. “With the launch of the ISDB-Tmm standard, our products’ superior functionality in the Japanese market will be highlighted.”

ISDB-Tmm (MobacasTM) is the result of collaboration between NTT-DoCoMo and several Japanese media companies offering at least three high-resolution (720 x 480 pixel) stations. The service uses spectrum vacated when analog TV stopped broadcasting in Japan last July and will cover 73% of the population by its launch date, expanding to 91% in 2014. It will broadcast programs from traditional stations alongside original programming and content from foreign broadcasters. In addition, nottvTM, the first MobacasTM broadcaster, will offer "clipcasting" which effectively transmits media such as e-books, applications and video clips without using cellular networks, alleviating the already congested 3G and 4G networks.

“Japan was the first country to adopt mobile DTV seven years ago and with the introduction of the new Tmm technology and new Pay-TV associated services, is now advancing to the next level,” said Ronen Jashek, VP Marketing of Siano. “Additionally, with the extended processing power of modern smartphones and tablets, Japan’s mobile operators are poised to launch terminals supporting HDTV (full-segment), providing mobile users with the ultimate DTV experience on-the-go. Siano has been working closely with mobile operators, and leading mobile phone and module makers to develop this new family of MDTV chips focusing on Japan’s real market needs.”

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

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