

2014Q4 Investor conference

Strategic marketing
Jacky Chou (周德雲)

Sitronix

Sitronix product strategy

Mobile display

Industrial & Automotive display

SOC

Mobile Display Driver IC
(手機顯示器)

Industrial Display Driver IC
(工控顯示器)

Automotive Display Driver IC
(車載顯示器)

Touch Controller IC
(觸控 IC 及其他非顯示器 IC)



Subsidiaries



Sitronix

Subsidiaries

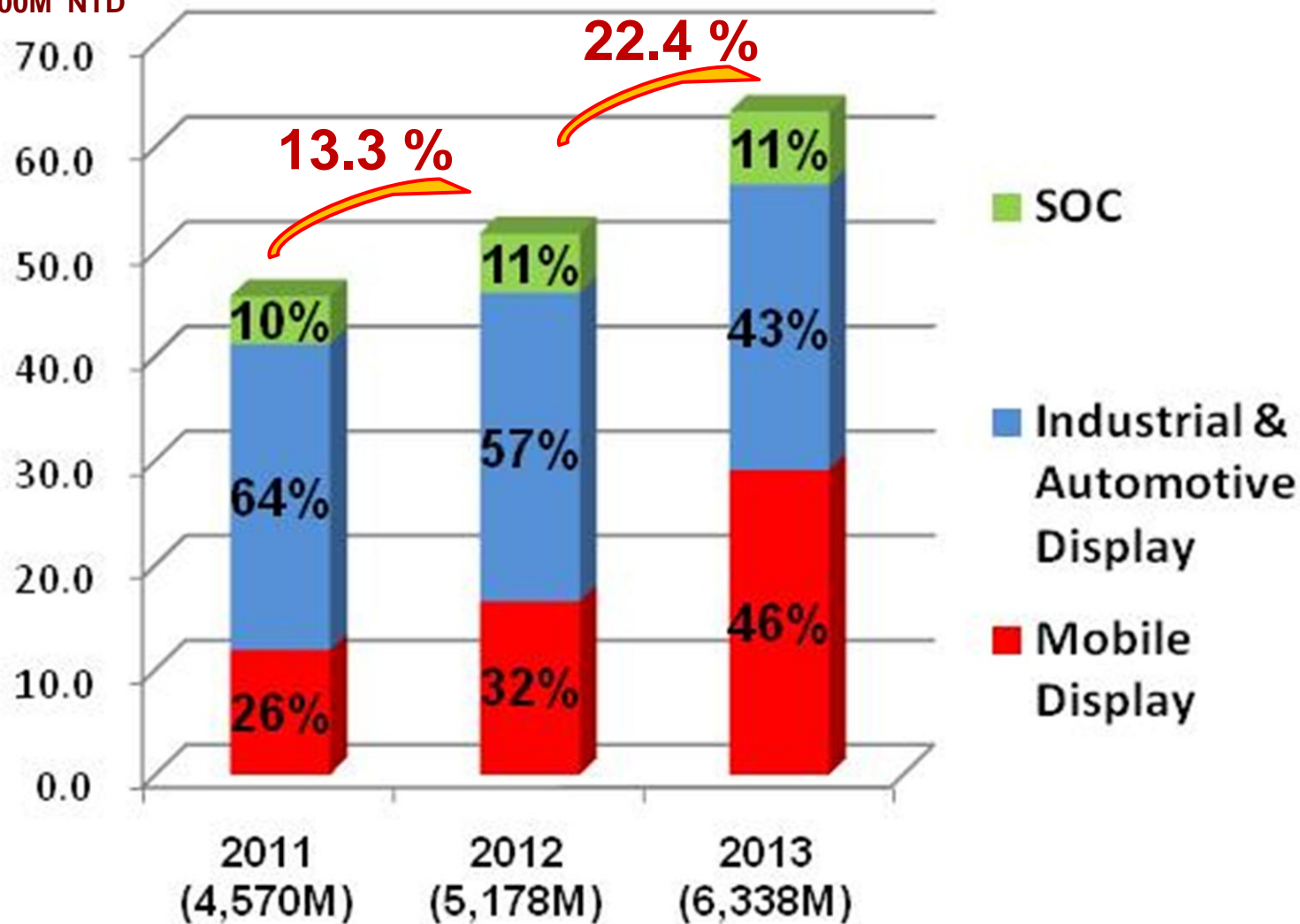
mCore

infinno

sensortek

Revenue by product mix (營業額佔比_依產品組合)

Unit: 100M NTD



Mobile display driver IC (手機顯示器)

Feature phone → Smartphone / Wearable device

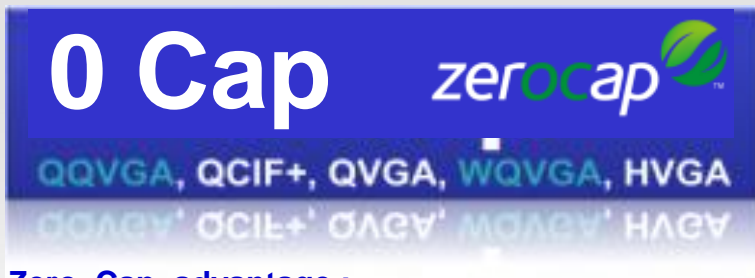


Feature phone DDI :

QQVGA / QCIF / QVGA / WQVGA

Smartphone DDI :

HVGA (14Q2) / WVGA(13Q4) / HD720 (14Q2)



Zero Cap advantage :

- Competitive BOM cost
- Low processing cost
- Short lead time
- high reliability

40M pcs / month (2013)

Conventional



2~20 components on FPC

Zero Cap solution



0 components on FPC

Industrial display driver IC (工控顯示器)

Office Automation /
Home automation

Industrial Instruments

Portable medical devices /
Health care products /
Wearable & sport devices



Industrial Driver IC
>20M pcs / month (2013)

Automotive display driver IC (車載顯示器)

< 6 inch display



Segment TN

Character TN

Graphic STN

Mono TFT

Color TFT



7~ 9 inch display



SOC

Sitronix subsidiaries (矽創子公司)

鈺創 **mCore**
MCU/DSP

A collection of electronic devices including a smartphone, a tablet, a laptop, and a small display, all resting on a blue circular base.

-- Digital audio (DSP)



極創 **inFINNO**
Power Management IC

A black integrated circuit chip with several pins, shown on a blue circular base.

-- Power management IC



昇佳 **sensortek**
Sensor IC

Three different models of sensor IC chips shown on a blue circular base.

-- Light relative sensor & MEMS sensors



Excellent gesture performance



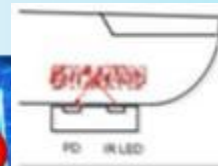
S/W daemon support



Over 99% accuracy rate



Heartbeat detector



Sensortek (昇佳) Products

-- Light relative sensor & MEMS sensors

Ambient Light Sensor

(環境光傳感器)

CMOS Circuit

Optical Coating

Clean Compound



Proximity Sensor

(距離傳感器)

CMOS circuit

Optical Coating

Clean Compound

Black Compound

With IR LED



(Smartphone
market -- 2012Q4)

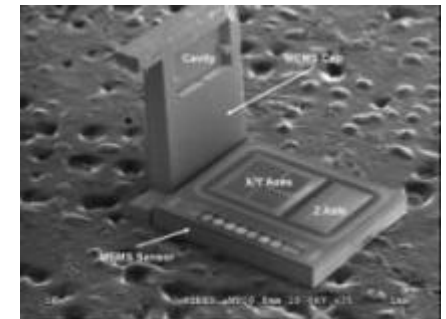
Accelerometer

(加速度傳感器)

CMOS Circuit

MEMS Process

Low Stress Package



(Tablet PC
market -- 2013Q4)

3 in 1 P-sensor for smartphone :

ALS + PS + IR LED

→ support Heart beat detection (心率偵測)

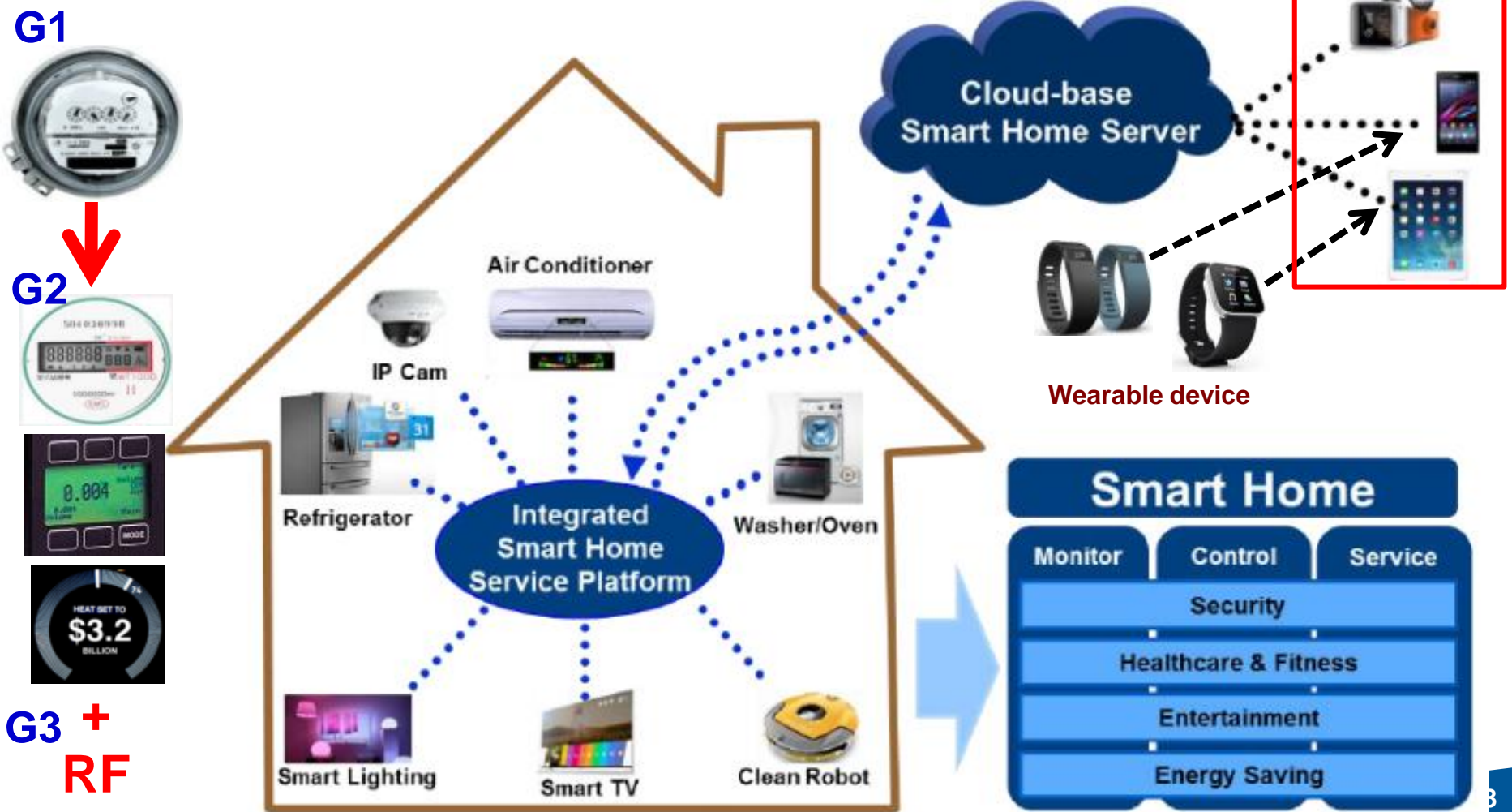
ALS + PS with gesture + IR LED

→ support 2D or 4D gesture control (手勢控制)

Internet of things (IOT) _ 物聯網相關應用

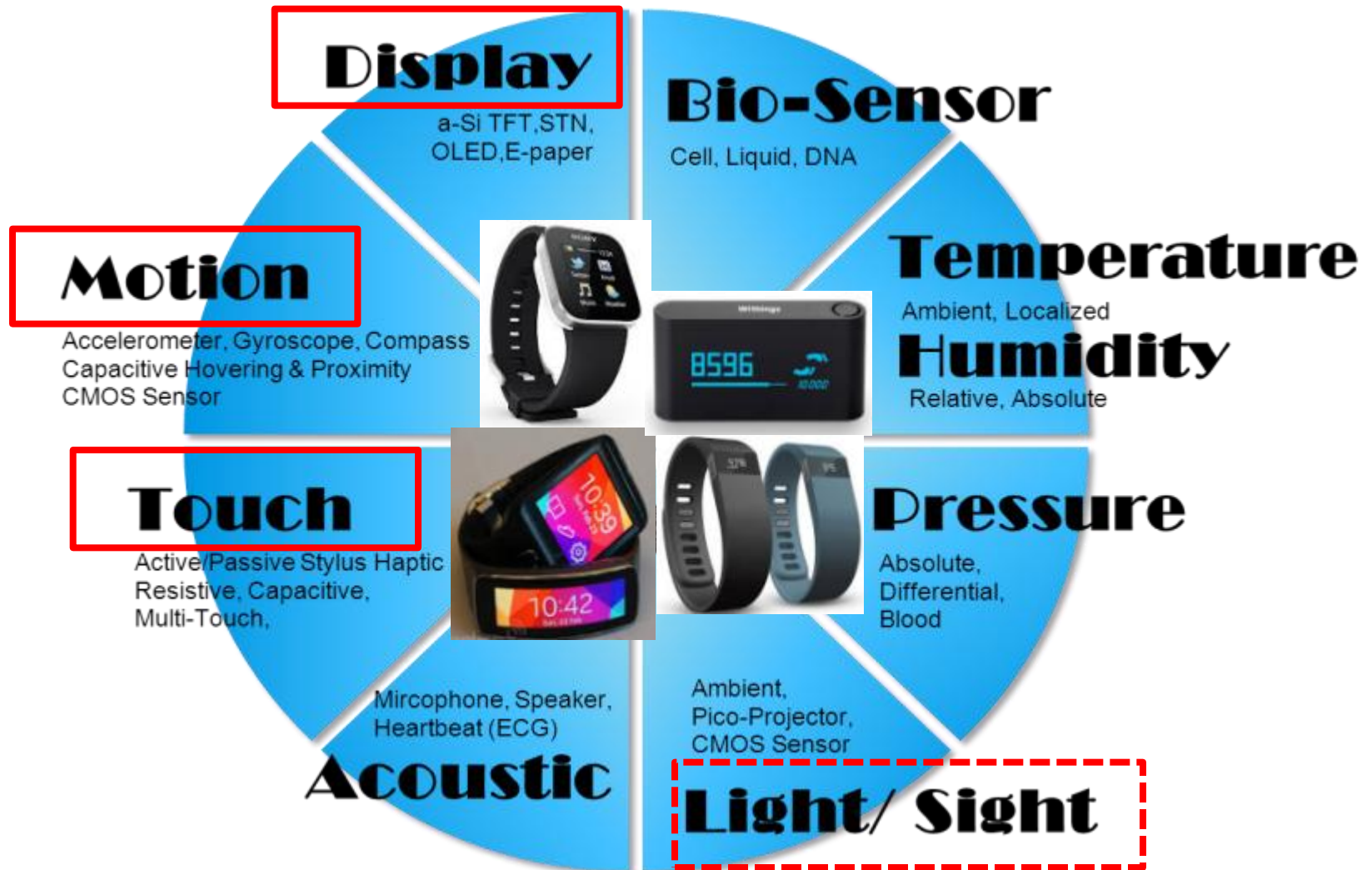
Home Appliance → STN / TFT Driver IC, ABL sensor , P-sensor

Smart Grid (Electric / water / Gas meter) → TN / STN Driver IC



Wearable device relative components

(穿戴式產品相關元件機會)



註：紅框標示部分是矽創已有產品對應之項目。

Design-in projects @ smart watch display



Source: Google

Android wear OS
supported display resolution

240x240 -- QVGA

320x320 -- HVGA



产品类型	尺寸	分辨率	外形	显示技术
TFT	1.39"	240*240	方形	TN(半透反射型)
	1.45"	128*128	方形	TN(全透型)
	1.45"	184*184	方形	TN(半透反射型)
	1.42"	160*160	方形	TN(半透反射型)
	1.60"	240*240	方形	TN(半透反射型)
	2.00"	240*240	方形	TN(半透反射型)
	1.35"	240*240	圆形	TN(半透反射型)
	1.38"	220*220	圆形	TN(全透型)

2014 monthly revenue

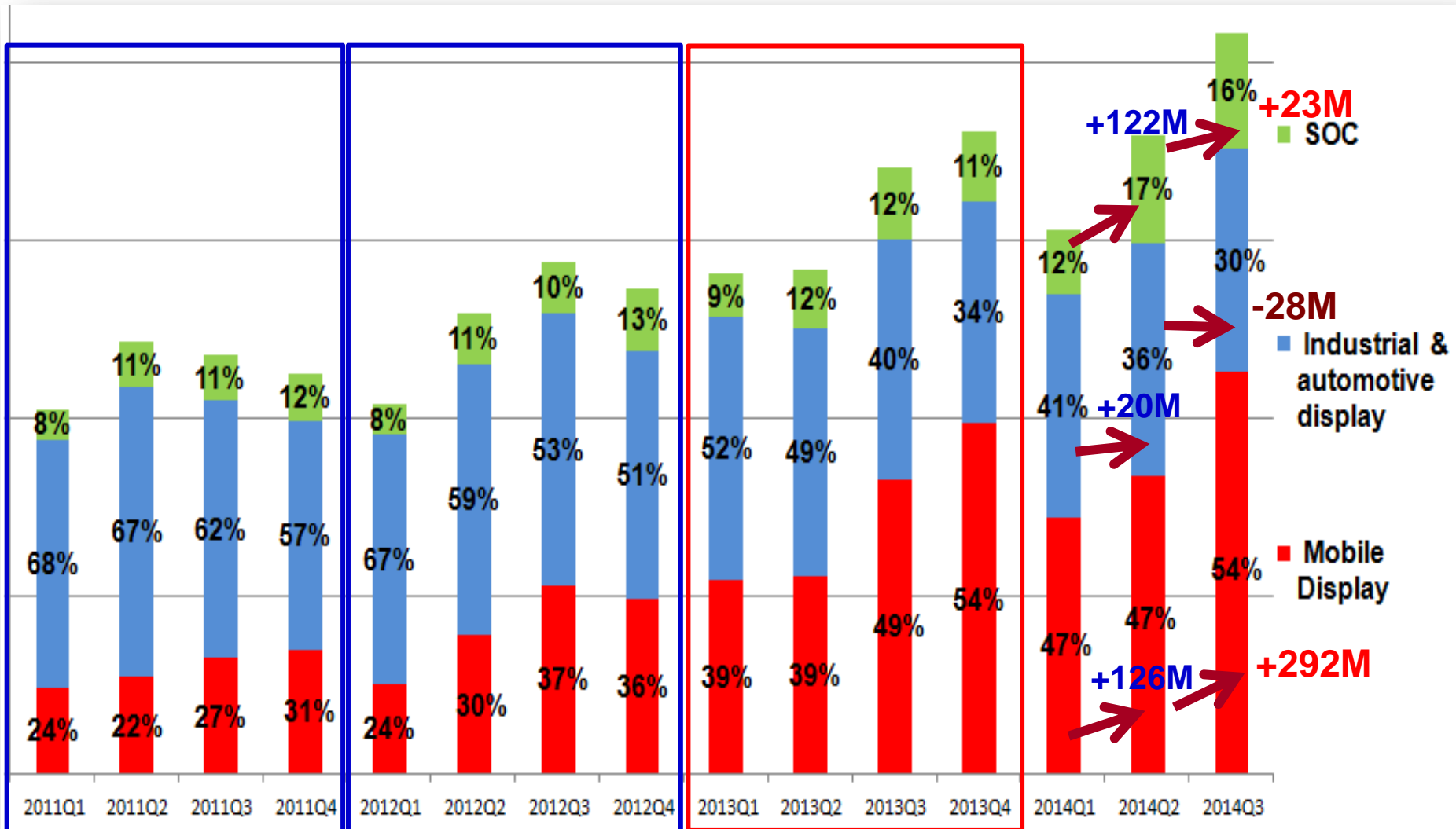
(K) ntd	2013	Quarterly amount	2014	YoY-Month growth	YoY Month	Quarterly amount	YoY Quarter
1	481,202	1,404,609	553,150	71,948	15.0%	1,530,254	10.0%
2	360,529		416,200	55,671	15.4%		
3	562,878		560,904	-1,974	-0.4%		
4	514,822	1,421,849	612,759	97,937	19.0%	1,798,491	26.9%
5	470,939		610,847	139,908	29.7%		
6	436,088		574,885	138,797	31.8%		
7	533,193	1,703,466	632,679	99,486	18.7%	2,085,032	22.3%
8	559,603		689,981	130,378	23.3%		
9	610,670		762,372	151,702	24.8%		
10	611,181		739,879	128,698	21.1%		
11	587,379						
12	609,179	1,807,739					
Total	6,337,663		6,153,656		19.7%		

註:採用 IFRS編制基礎。

Oct. (10月份) revenue → MoM : -2.9% , YoY : +21%

Q3 revenue → QoQ : +15.9% , YoY : +22.3%

Revenue by product mix (Quarterly) 季營業額依產品別



1530M
1798M
2085M

2014Q3 Consolidated income statement (合併營收季報)

單位:新台幣仟元(K ntd)

Item	3Q14		QoQ	2Q14		1Q14		4Q13		3Q13		2Q13		1Q13	
	Results			Results		Results		Results		Results		Results		Results	
Net Sales (營業收入淨額)	2,085,033		16%	1,798,491		1,530,254		1,807,739		1,703,466		1,421,849		1,404,609	
Gross Profit (銷貨毛利)	539,932	26%	9%	497,039	27%	437,647	29%	412,950	23%	405,975	24%	364,254	26%	334,658	24%
Operating Expense (營業費用)	335,410	16%	8%	311,214	17%	285,622	19%	287,518	16%	278,217	16%	275,136	19%	269,137	19%
Operating Income (營業淨利)	204,522	10%	10%	185,825	10%	152,025	10%	125,432	7%	127,758	7%	89,118	6%	65,521	5%
Income before Tax (稅前淨利)	231,901	11%	30%	177,955	10%	168,400	11%	169,662	9%	144,429	8%	99,255	7%	86,962	6%
Net Income (淨利)	195,579	9%	33%	146,576	8%	139,402	9%	130,271	7%	107,960	6%	81,523	6%	73,636	5%
EPS(元)	1.60			1.23		1.22		1.15		0.99		0.77		0.72	

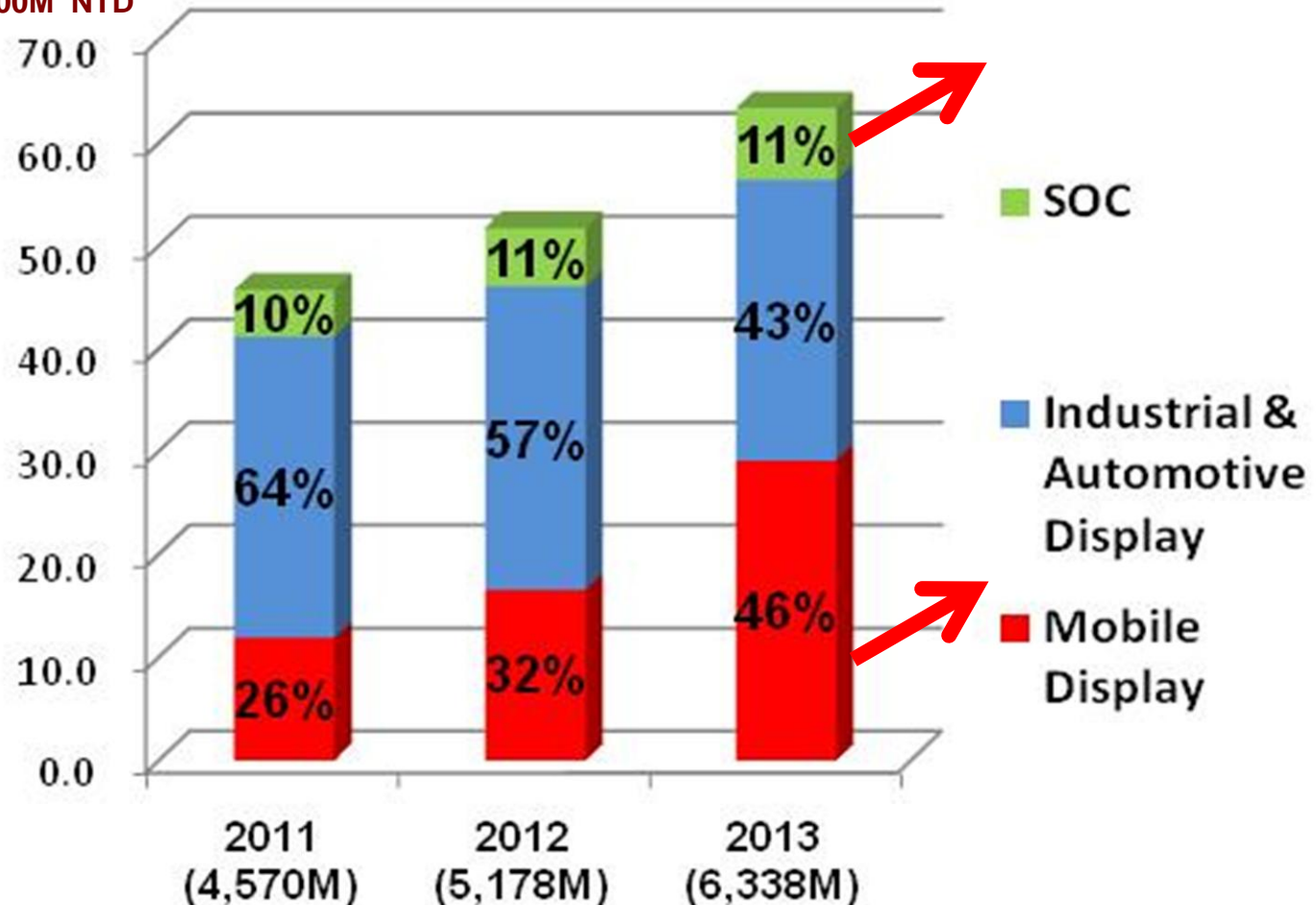
註:採用 IFRS編制基礎。

2014 Q1+Q2+Q3 (EPS) → 4.05

(2013 total = 3.63)

2014 Growth energy (成長動能) → Mobile DDI + SOC

Unit: 100M NTD



	2011	2012	2013
Gross Margin	26%	25%	24%
EPS	2.48	3.01	3.63
High cash dividend	2	2.5	3

Q&A

Thank You

Strategy marketing:

Jacky Chou (周德雲)

Tel: +886-2-2659 1276 Ext: 2206

Mobile phone : +886 922 443 880

E-mail: jacky_chou@sitronix.com.tw

Web site: <http://www.sitronix.com.tw>

