

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

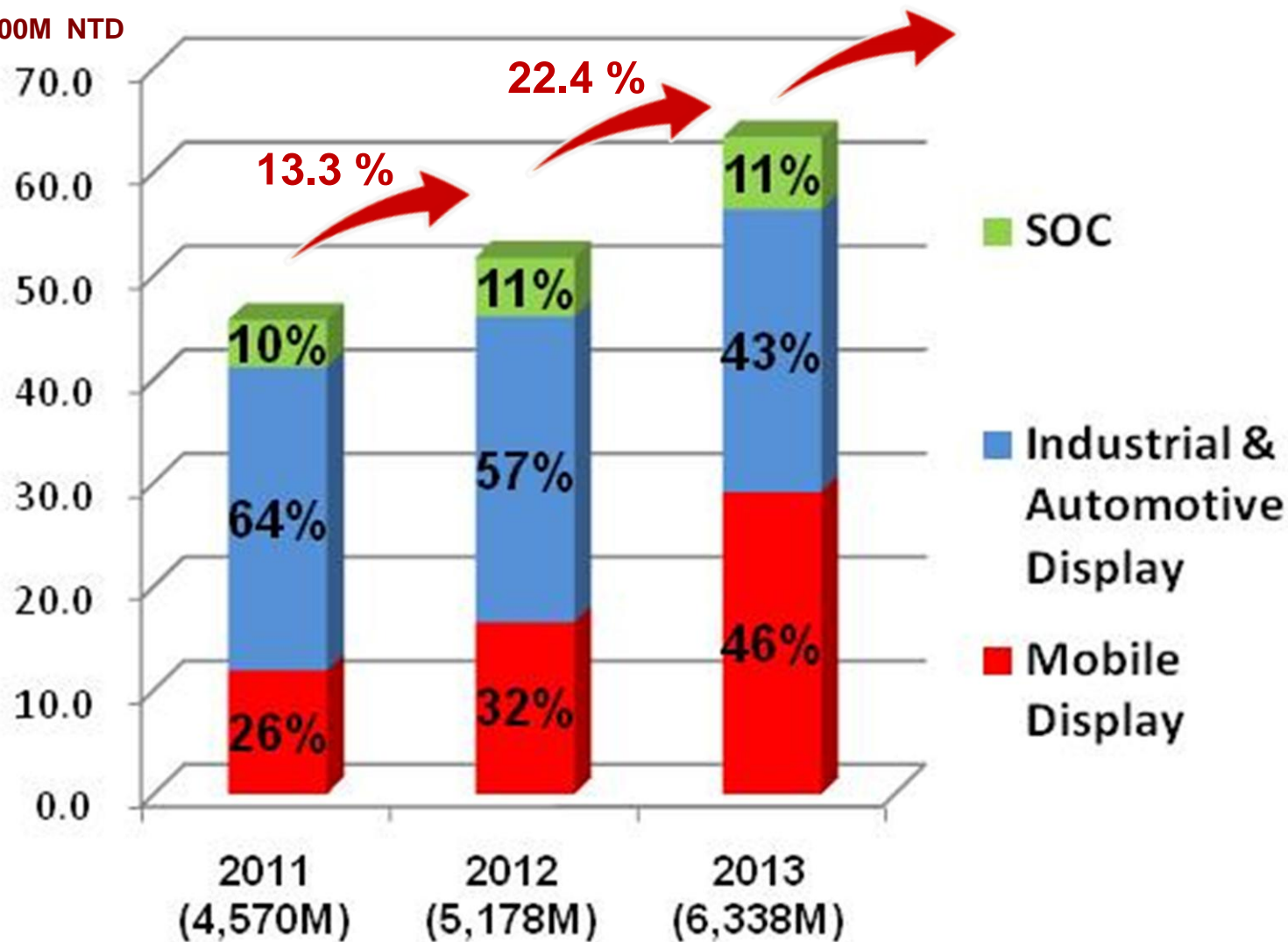
mCore

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 → Wearable / Health care / Sports devices



Feature phone DDI :
QQVGA / QCIF / QVGA / WQVGA
→ 400M / pcs shipment (2013)

Smartphone → more smartphone



Smartphone DDI -- 2013 :
WVGA(13Q4)

Smartphone DDI -- 2014 :
HVGA (14Q2) / WVGA(13Q4) / HD720 (14Q2)

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



-- Digital audio (DSP)



BT Boombox



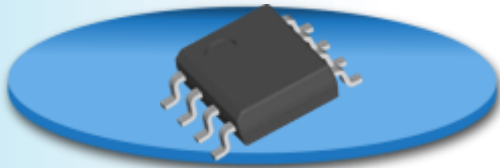
Docking



Soundbar

極創 **infinno**

Power Management IC



-- Power management IC



sensortek

Sensor IC



-- Light relative sensor & MEMS sensors



Excellent gesture performance



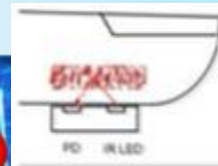
S/W daemon support



Over 99% accuracy rate



Heartbeat detector



Sensortek (昇佳) Products - I

-- Light relative sensor



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



2012Q4

Smartphone market -- MP

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

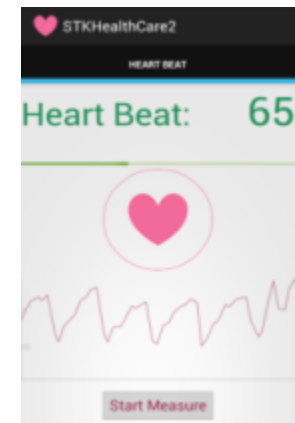
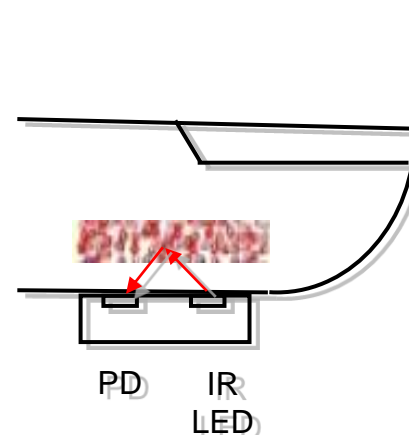
→ support 2D gesture control (2方向手勢控制)

→ support 4D gesture control (4方向手勢控制)



Heartbeat
detector

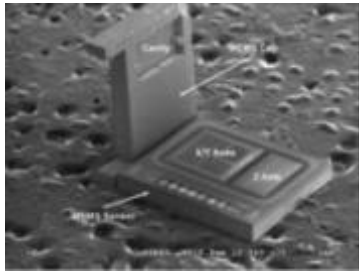
Examples :



app U/I (Android OS)

Sensortek (昇佳) Products - II

-- MEMS sensors



Accelerometer
(加速度傳感器)
CMOS Circuit
MEMS Process
Low Stress Package

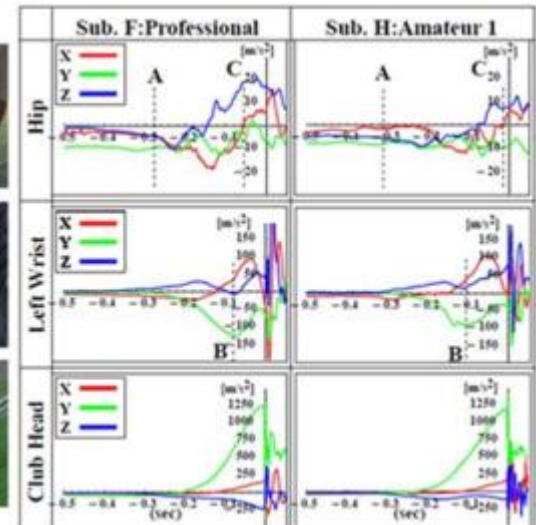


2013Q4

Tablet PC market -- MP

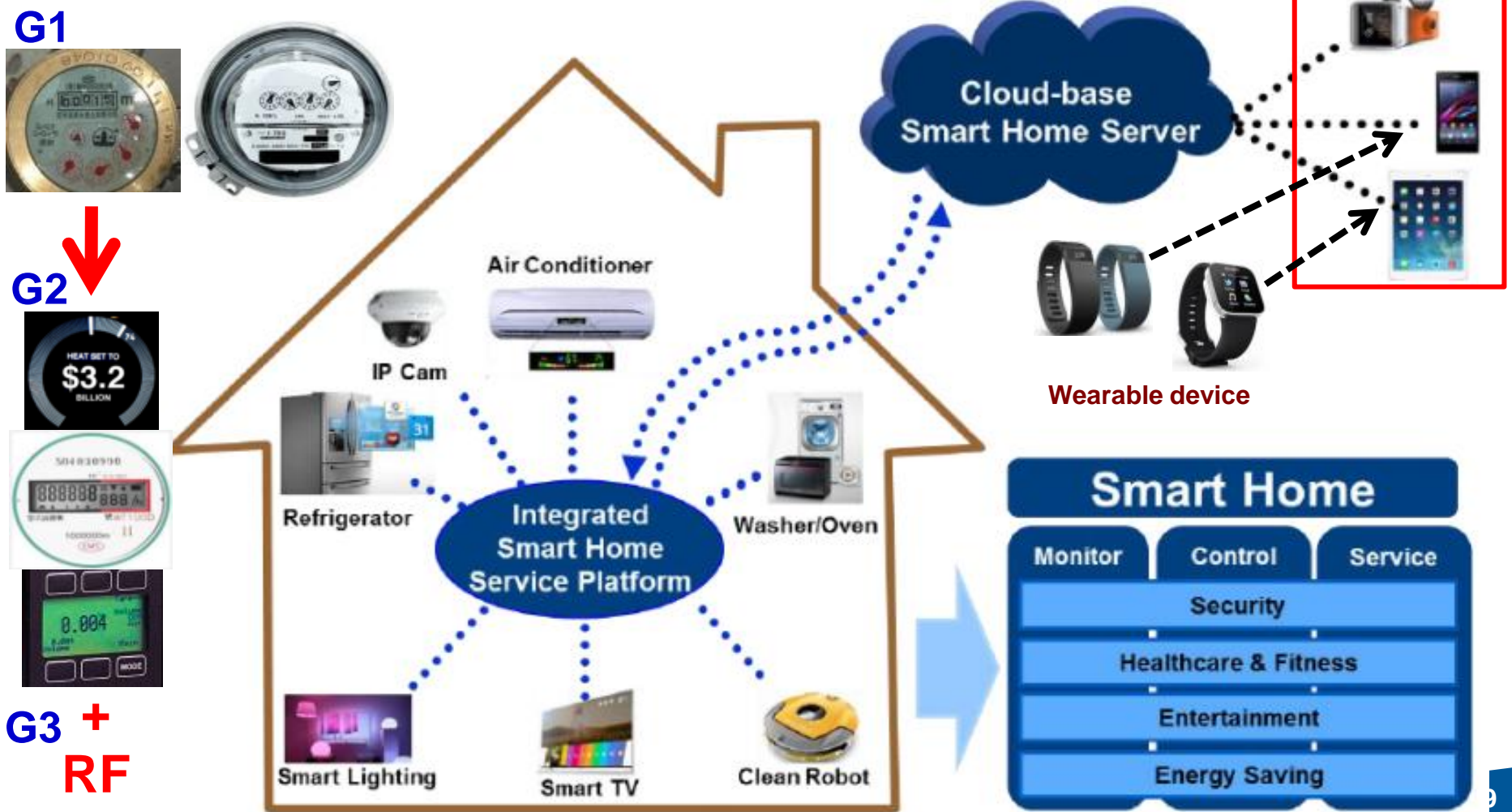
2014Q4

Smart phone market -- TP



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



Design-in projects @ smart watch display (穿戴式產品相關應用)



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)

Zero Cap solution



**0 components
on FPC**

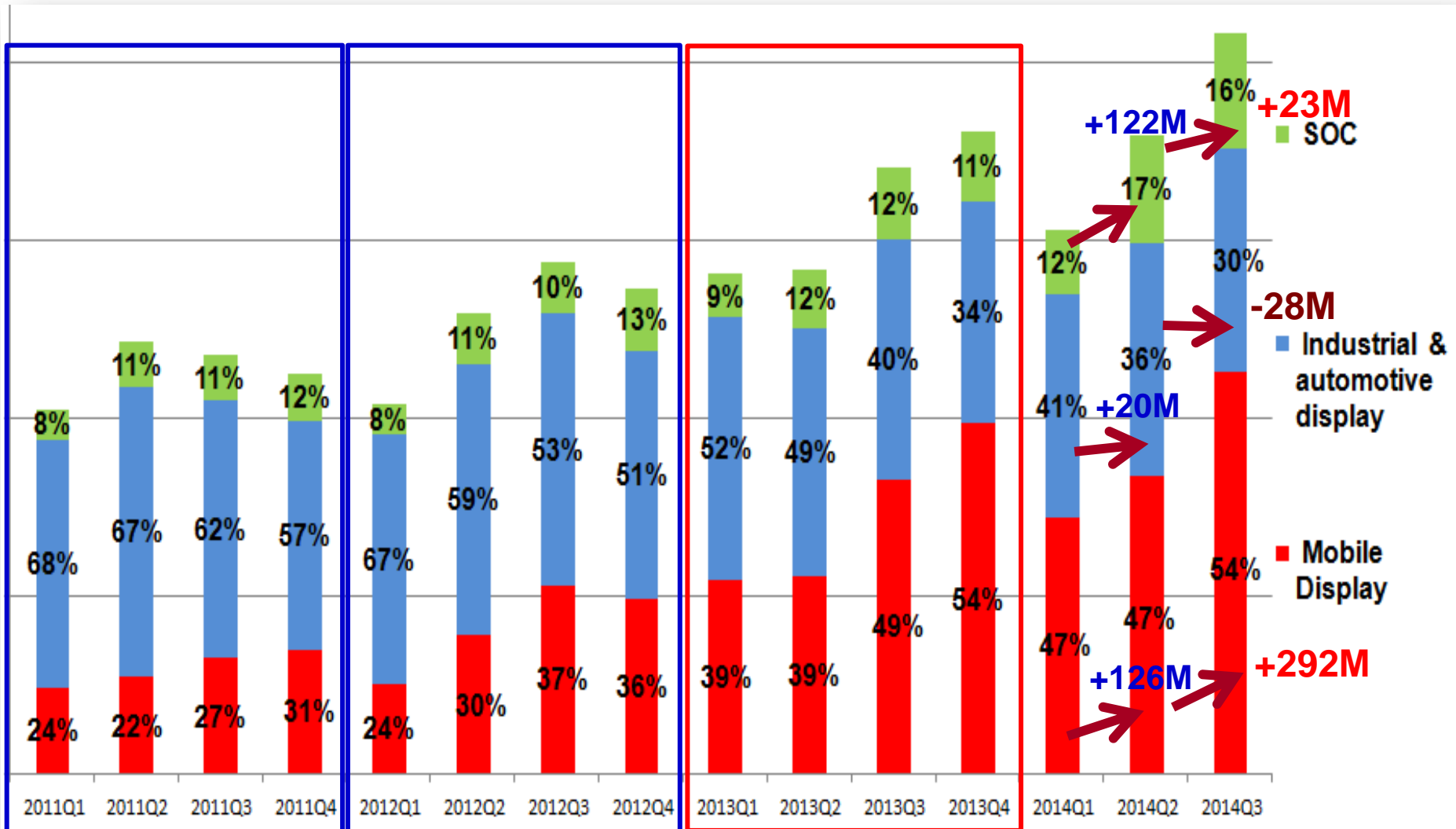
2014 monthly revenue

(K) ntd	2013	Quarterly amount	2014	YoY-Month growth	YoY Month	Quarterly amount	YoY Quarter
1	481,202		553,150	71,948	15.0%		
2	360,529		416,200	55,671	15.4%		10.0%
3	562,878	1,404,609	560,904	-1,974	-0.4%	1,530,254	
4	514,822		612,759	97,937	19.0%		
5	470,939		610,847	139,908	29.7%		26.9%
6	436,088	1,421,849	574,885	138,797	31.8%	1,798,491	
7	533,193		632,679	99,486	18.7%		
8	559,603		689,981	130,378	23.3%		22.3%
9	610,670	1,703,466	762,372	151,702	24.8%	2,085,032	
10	611,181		739,879	128,698	21.1%		
11	587,379		700,228	112,849	19.2%		
12	609,179	1,807,739					
Total	6,337,663		6,853,884		19.8%		

Nov. (11月份) revenue → MoM : -5.4% , YoY : +19.2%

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)

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	

單位:新台幣仟元(K ntd)

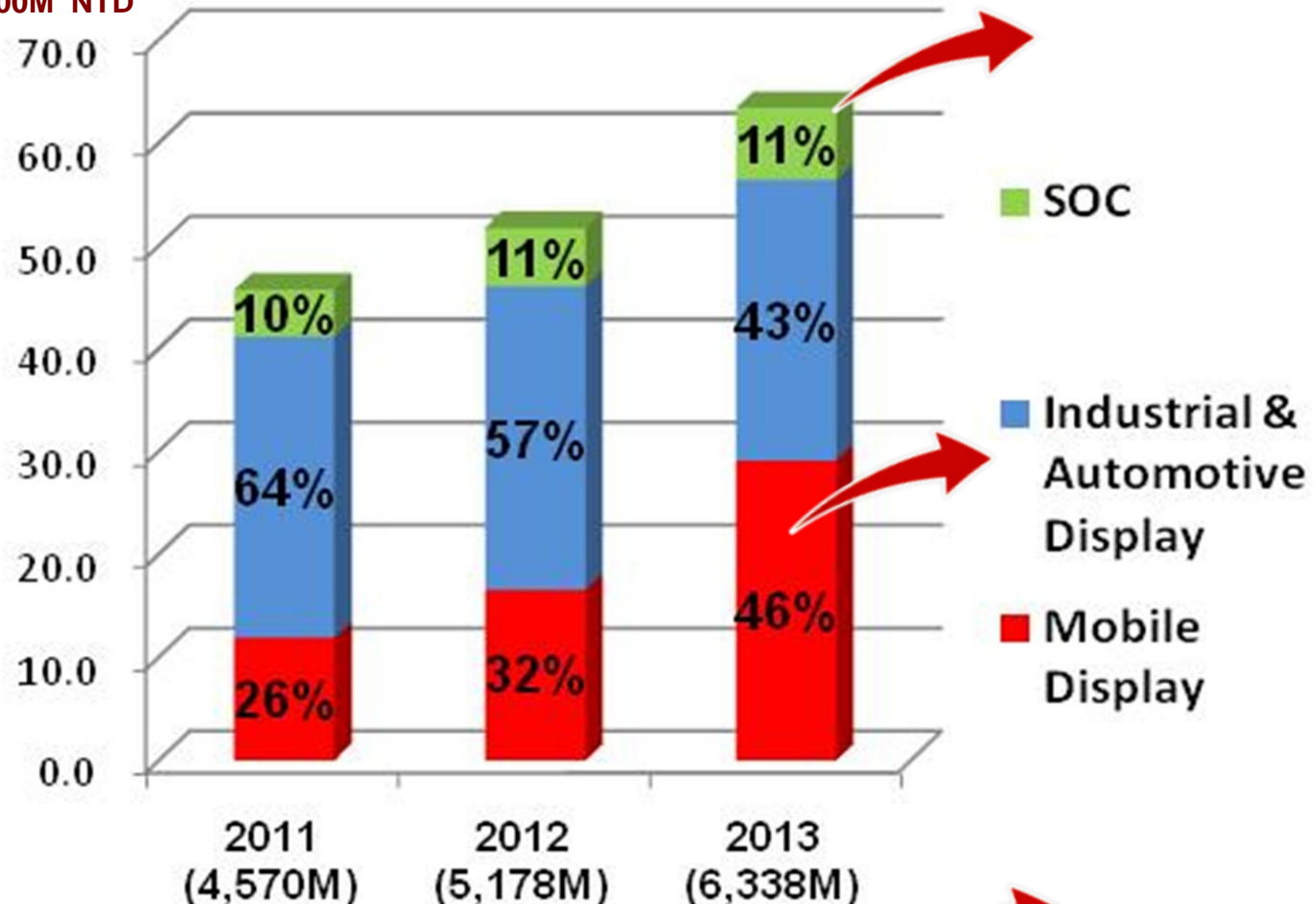
註:採用 IFRS編制基礎。

2014 Q1+Q2+Q3 (EPS) → 4.05

(2013 total = 3.63)

2014/5 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

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