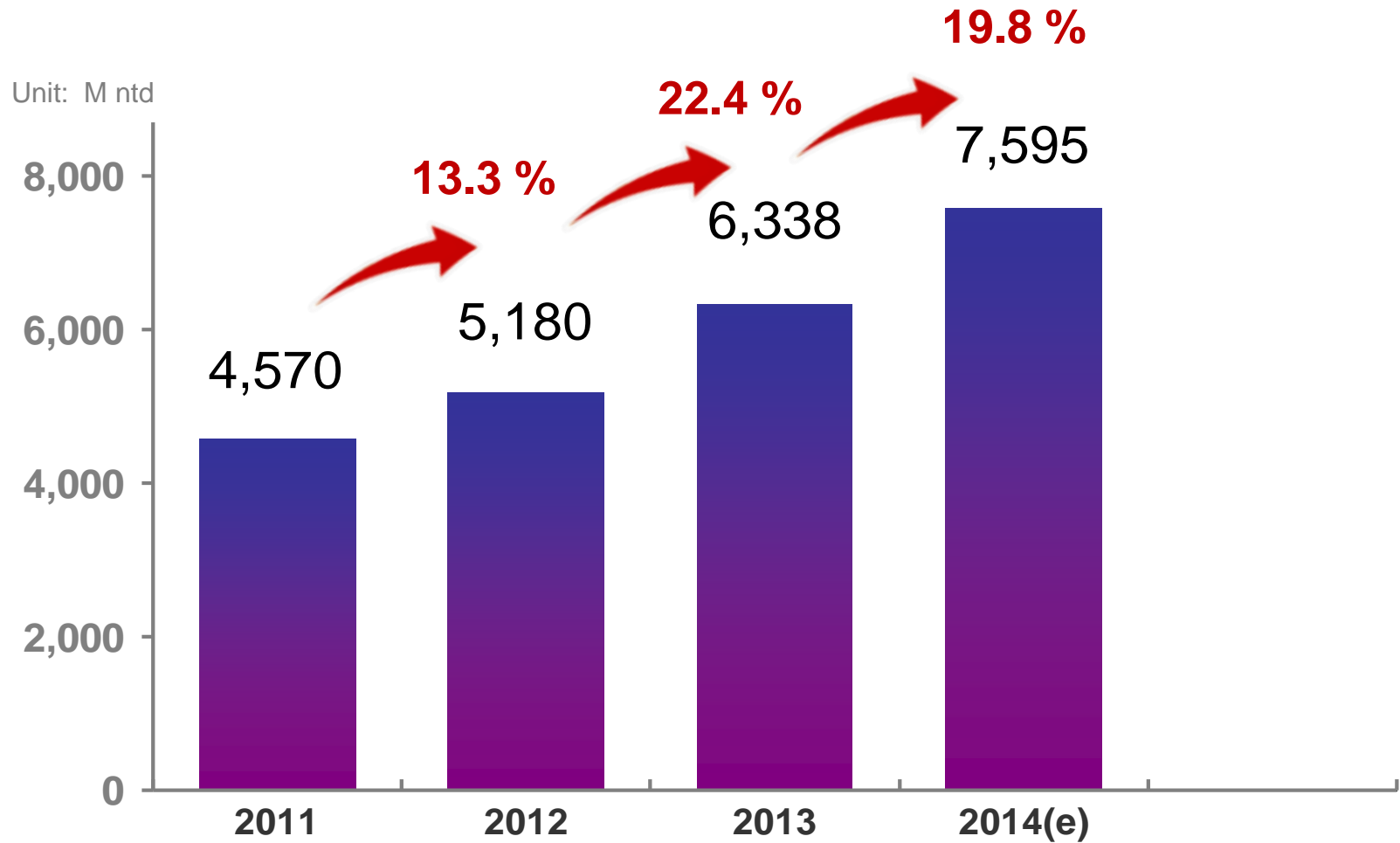


2015Q1 Investor conference

Strategic marketing
Jacky Chou (周德雲)



Sitronix pursue stable growth (穩定成長)



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

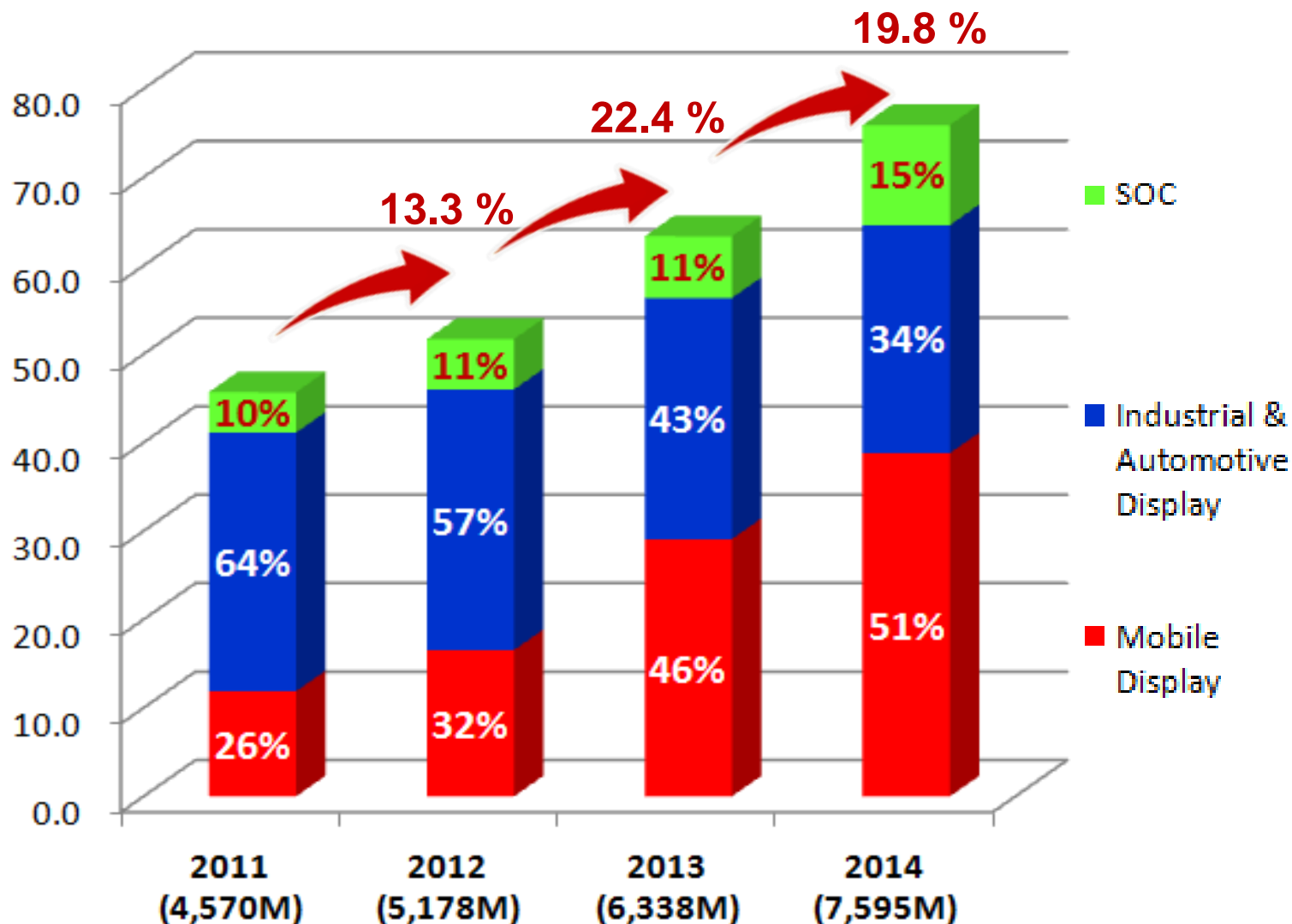
Subsidiaries

mCore

infinno

sensortek

Revenue by product mix (營業額_依產品組合)



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 (2013) → > 450M / pcs (2014)

Smartphone → more Smartphone



Smartphone DDI – 2013 / 2014 :

WVGA(13Q4) → >30M / pcs (2014)

Smartphone DDI – 2015 :

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 shipment :
20M~25M pcs / month (2013 ~ 2014)



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



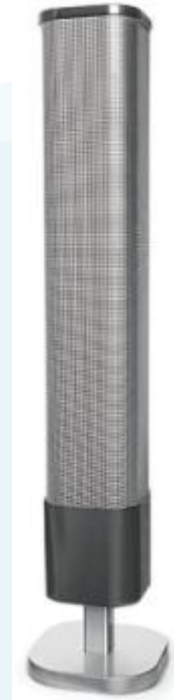
SOC

mCore (鈺創) Products

8/16/32 bit MCU



-- DSP (Digital audio)



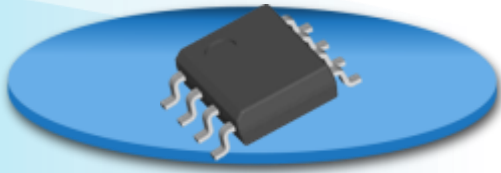
-- Card reader (e-Payment)



SOC

infinno (極創) Products

Power Management IC



- AC side Power management & PWM IC



SOC

 **sensortek** (昇佳) **Products - I**

-- Light relative sensor

2012Q4

Smartphone market (MP) → >80Mpcs (2014)



Ambient Light Sensor (環境光傳感器)

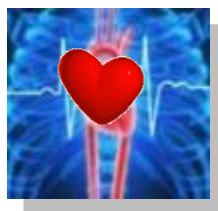
CMOS Circuit
Optical Coating
Clean Compound



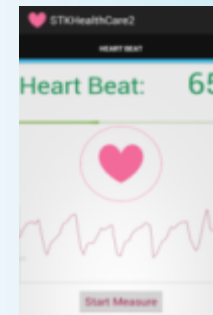
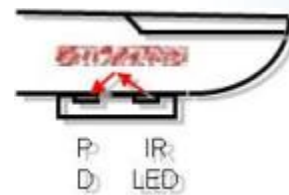
3 in 1 P-sensor for smartphone :

ALS + PS + IR LED

→ support Heart beat detection (心率偵測)



app U/I
(Android OS)



Proximity Sensor (距離傳感器)

CMOS circuit
Optical Coating
Clean Compound
Black Compound
With IR LED



Motion gesture control solution (手勢偵測/控制_應用方案)

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)



SOC

sensortek (昇佳) Products - II

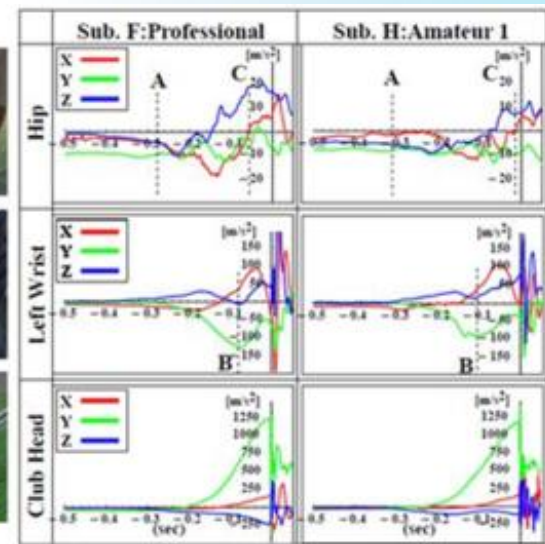
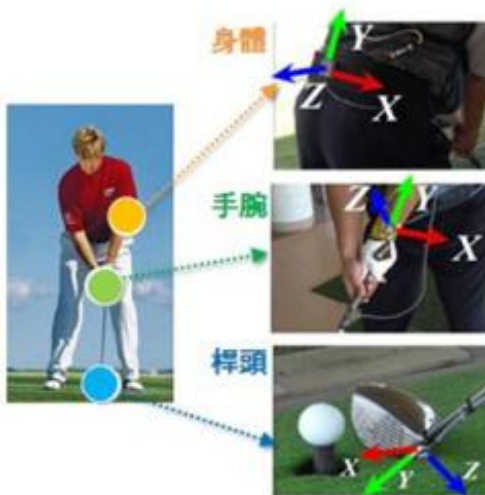
-- MEMS sensors



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



2013Q4
Tablet PC market (MP) → MP
2014Q4
Smart phone market → MP



Internet of things (IOT) _ 物聯網相關應用

Smart Home → STN / TFT driver IC / ABL sensor / P-sensor

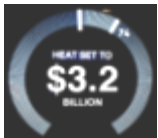
Smart Grid (Electric / water / Gas meter) → TN / STN driver IC

Wearable device → STN / TFT driver IC / ABL sensor / G-Sensor

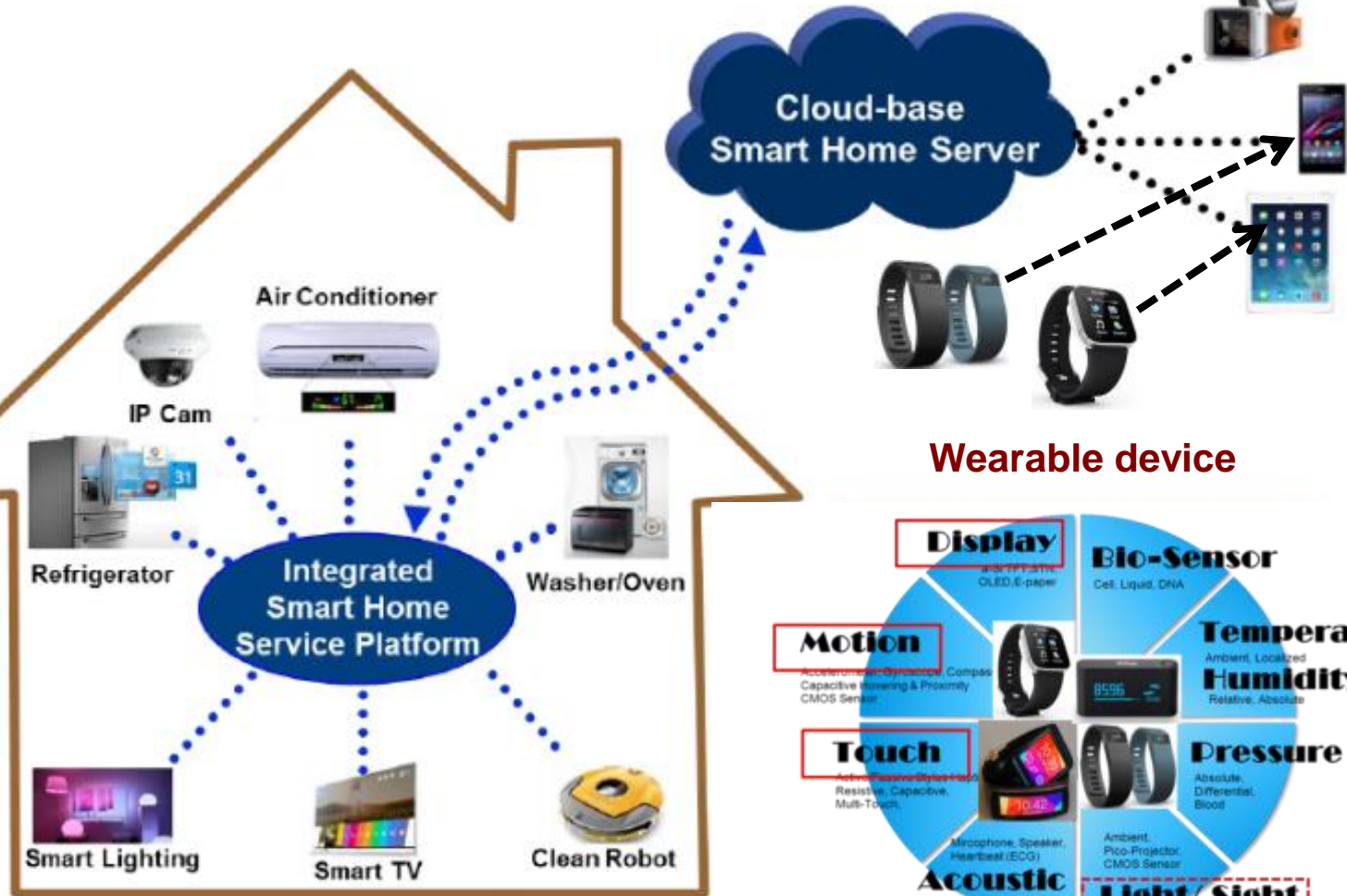
G1



G2



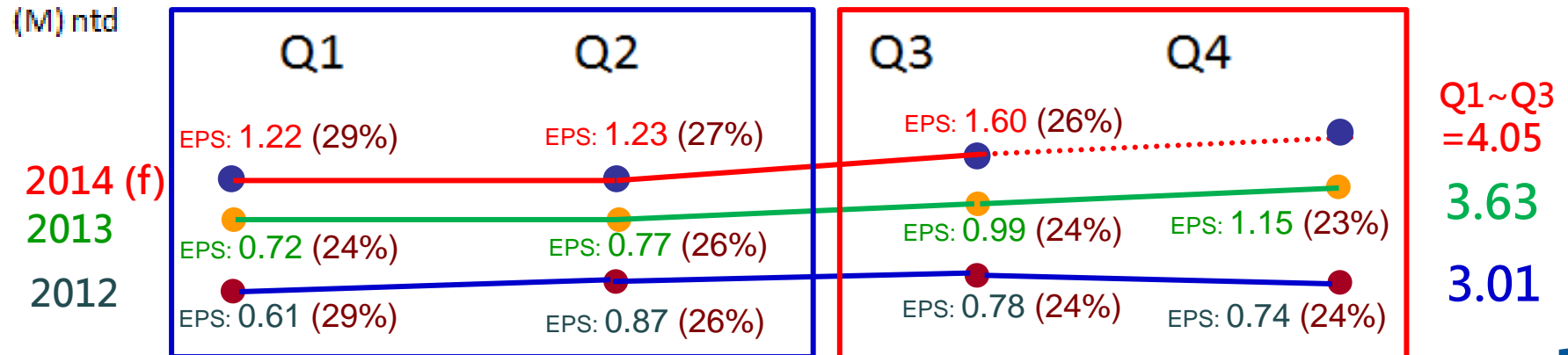
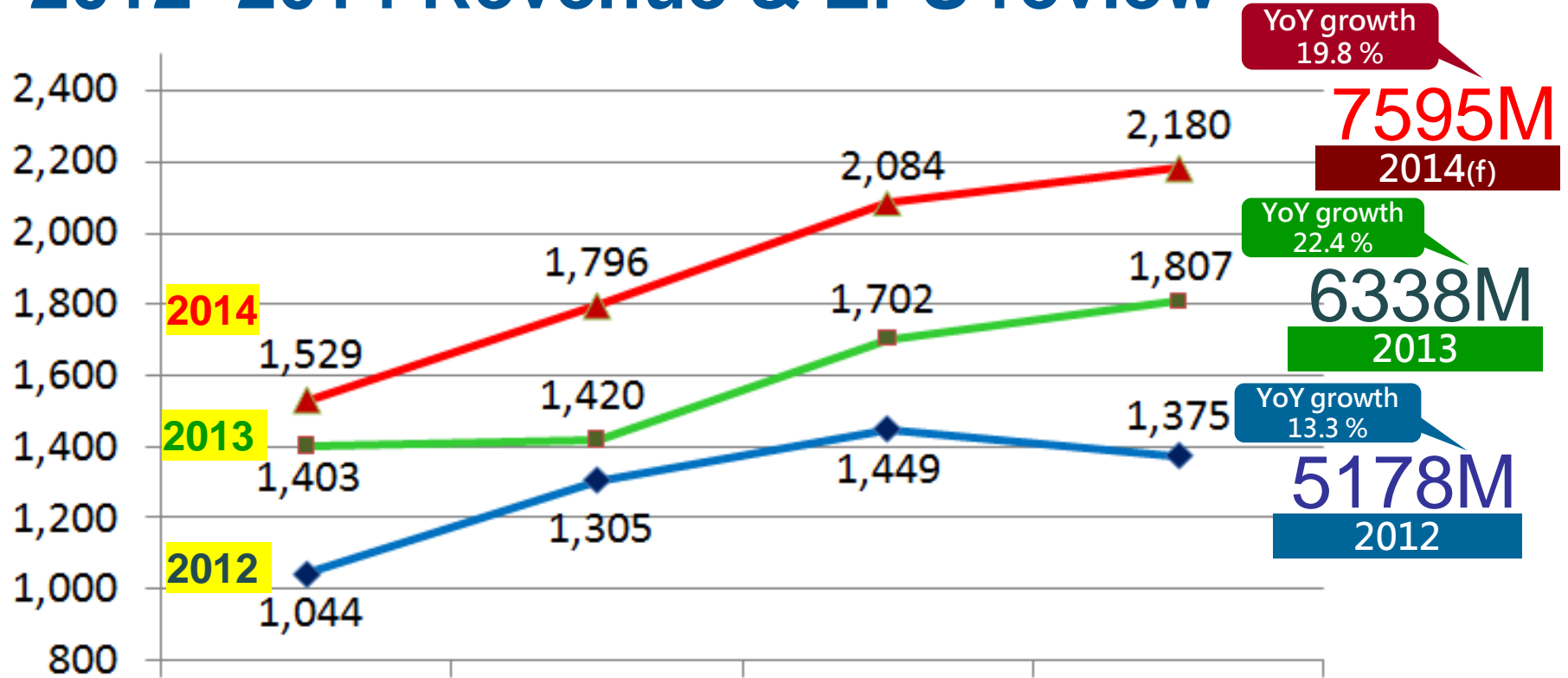
G3+
RF



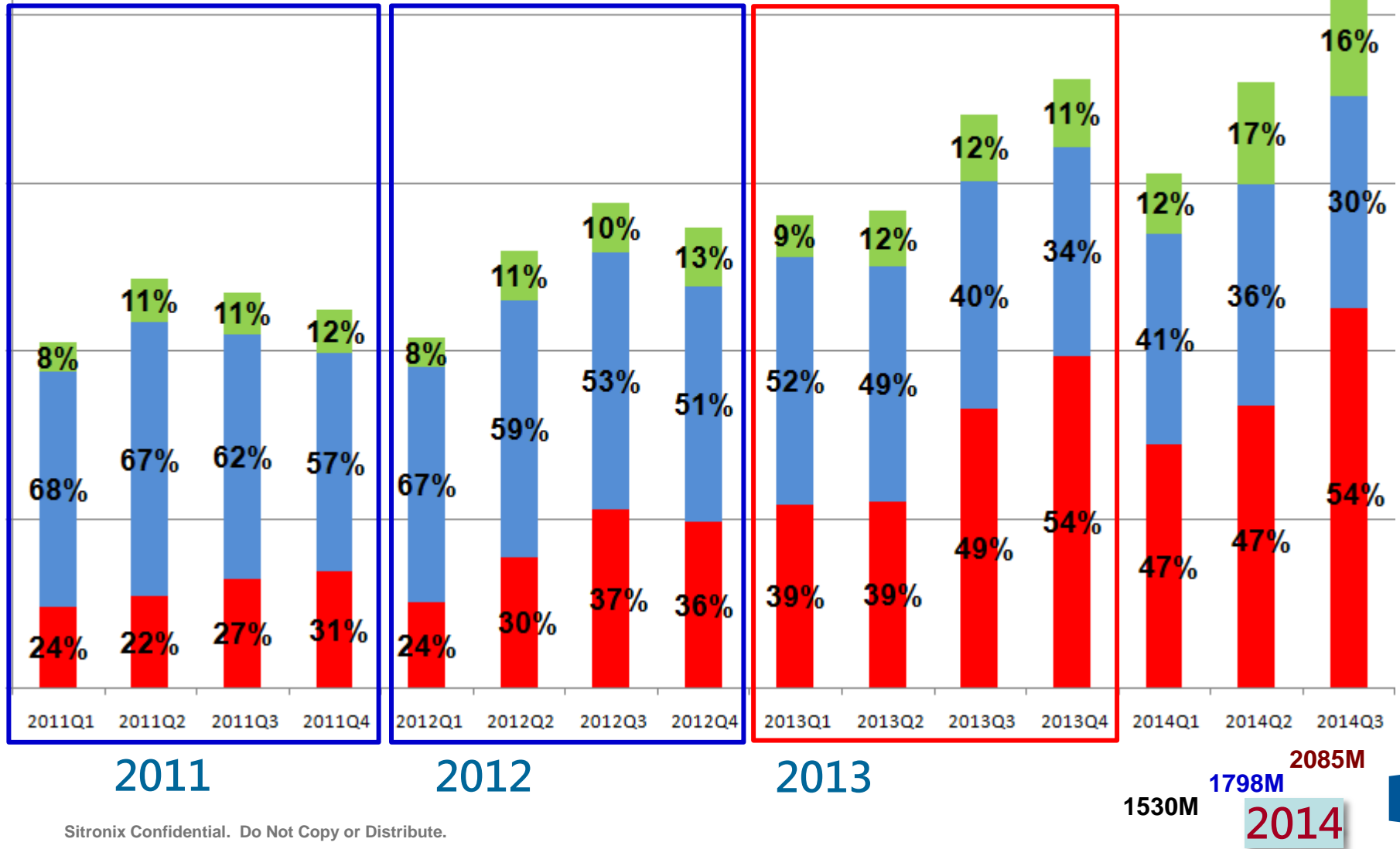
2014 Monthly revenue review

(K) ntd	2013	Quarterly amount	2014	YoY- Month	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	1,807,739	739,879	128,698	21.1%	2,181,372	20.7%
11	587,379		700,228	112,849	19.2%		
12	609,179		741,265	132,086	21.7%		
Total	6,337,663		7,595,150	1,257,486	19.8%		

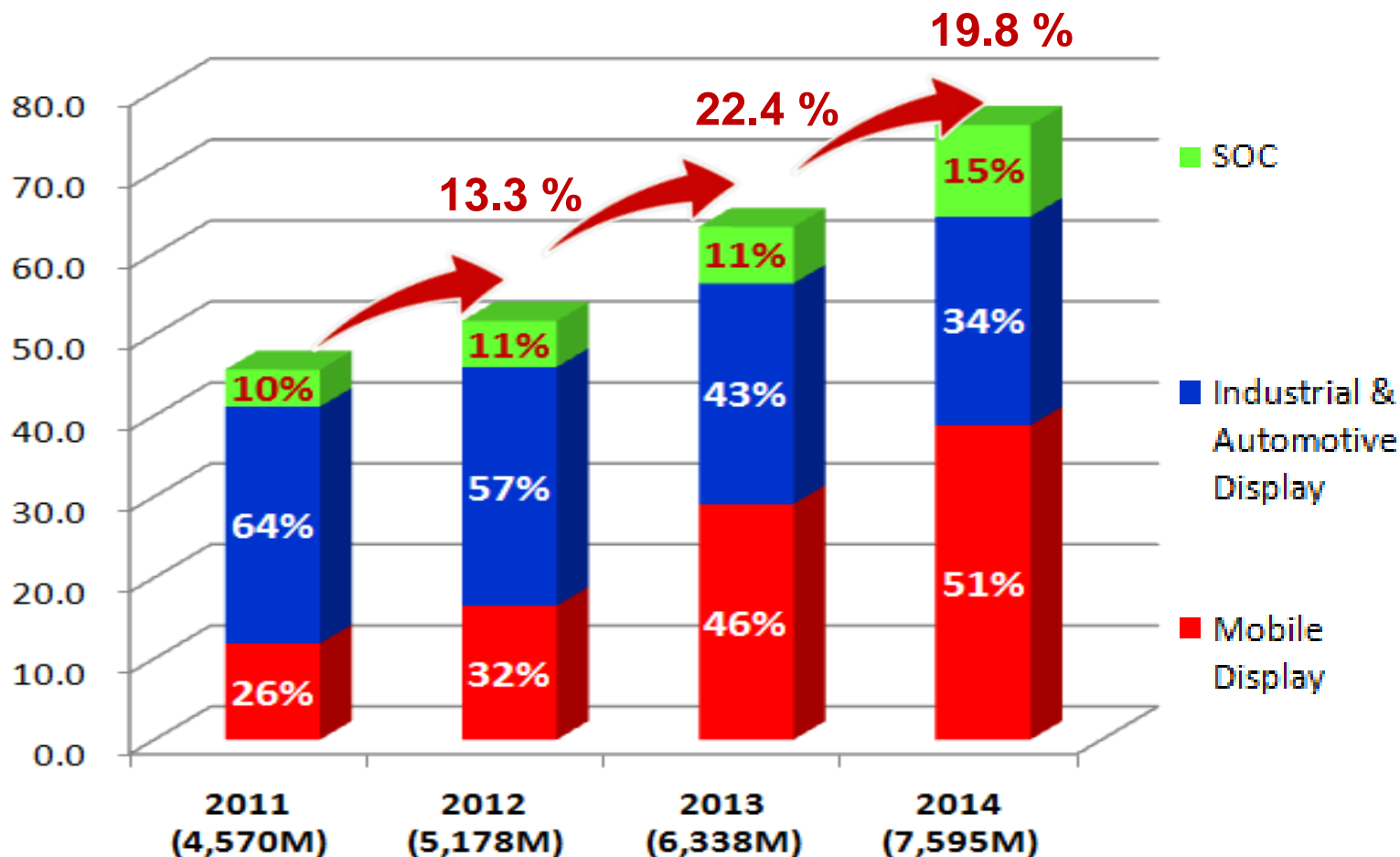
2012~2014 Revenue & EPS review



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



2014/5 Growth energy → Mobile DDI + SOC



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

→ **>80%**

Thank you



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