

2015Q1 Investor conference

Strategic marketing
Jacky Chou (周德雲)



Brief Company Overview

Company Name	Sitronix Technology Corp.
Established	July 9, 1998
Market capitalization	410M USD (USD/TWD=29)
Chairman and CEO	Vincent Mao
President	William Wang
Employees	320 (Group: 500)
Head office	Hsinchu, Taiwan
Sales office	Taipei, Shenzhen, Shanghai
IPO Listing	December 25, 2003



Head office
(Hsinchu Tai Yuen Hi-Tech Industrial Park, Taiwan)



Sitronix product strategy

Mobile display

Mobile
Display
Driver IC
(手機顯示器)



Industrial & Automotive display

Industrial
Display
Driver IC
(工控顯示器)



Automotive
Display
Driver IC
(車載顯示器)



SOC

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



Subsidiaries



Sitronix

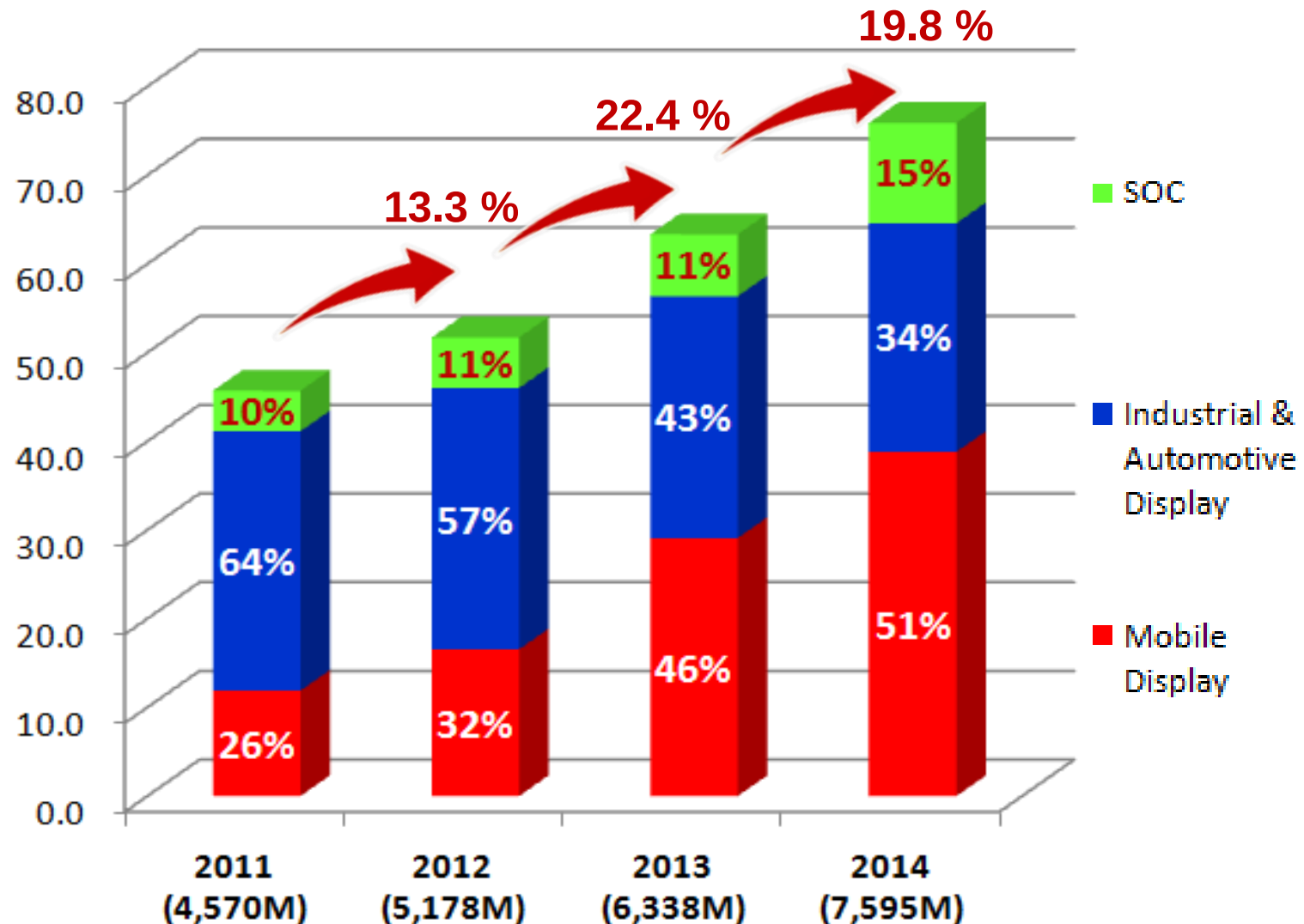
Subsidiaries

mCore

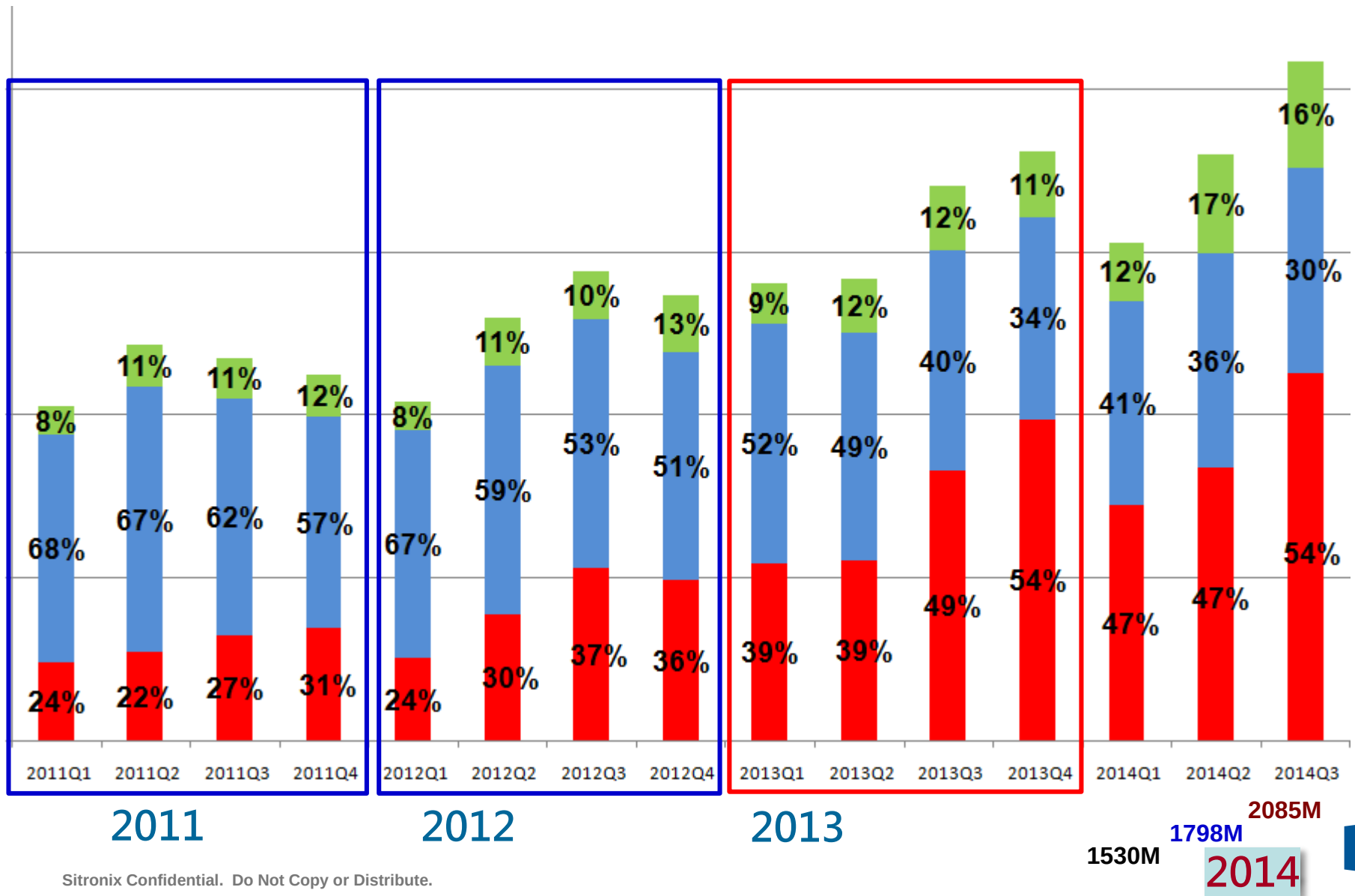
infinno

sensortek

Revenue by product mix (營業額_依產品組合)



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



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

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 (鈇創) Products

8/16/32 bit MCU

– DSP (Digital audio)



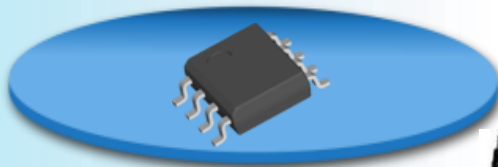
– Card reader (e-Payment)



SOC

infinno (極創) Products

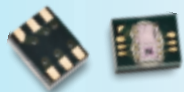
Power Management IC



SOC

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

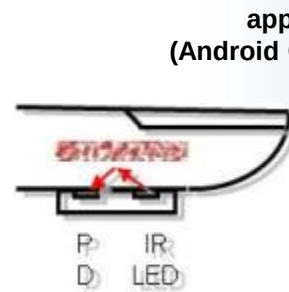
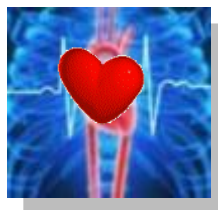
With IR LED



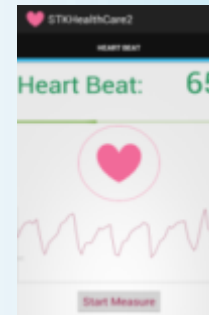
3 in 1 P-sensor for smartphone :

ALS + PS + IR LED

→ support Heart beat detection (心率偵測)



app UI/
(Android OS)



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

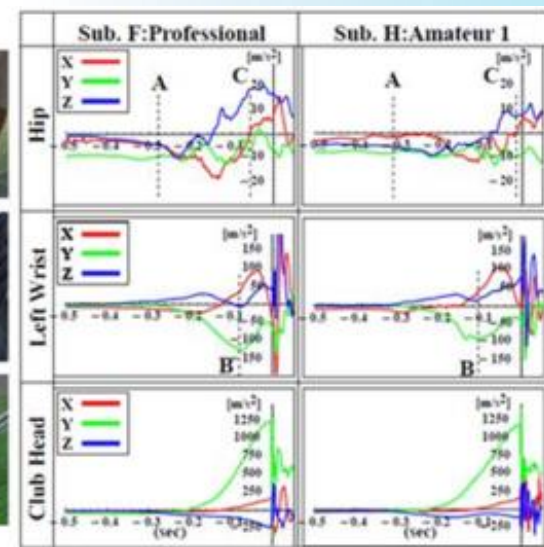
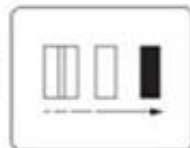
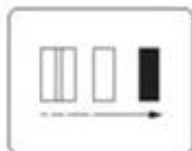
→ MP



畫面旋轉



自動靜音

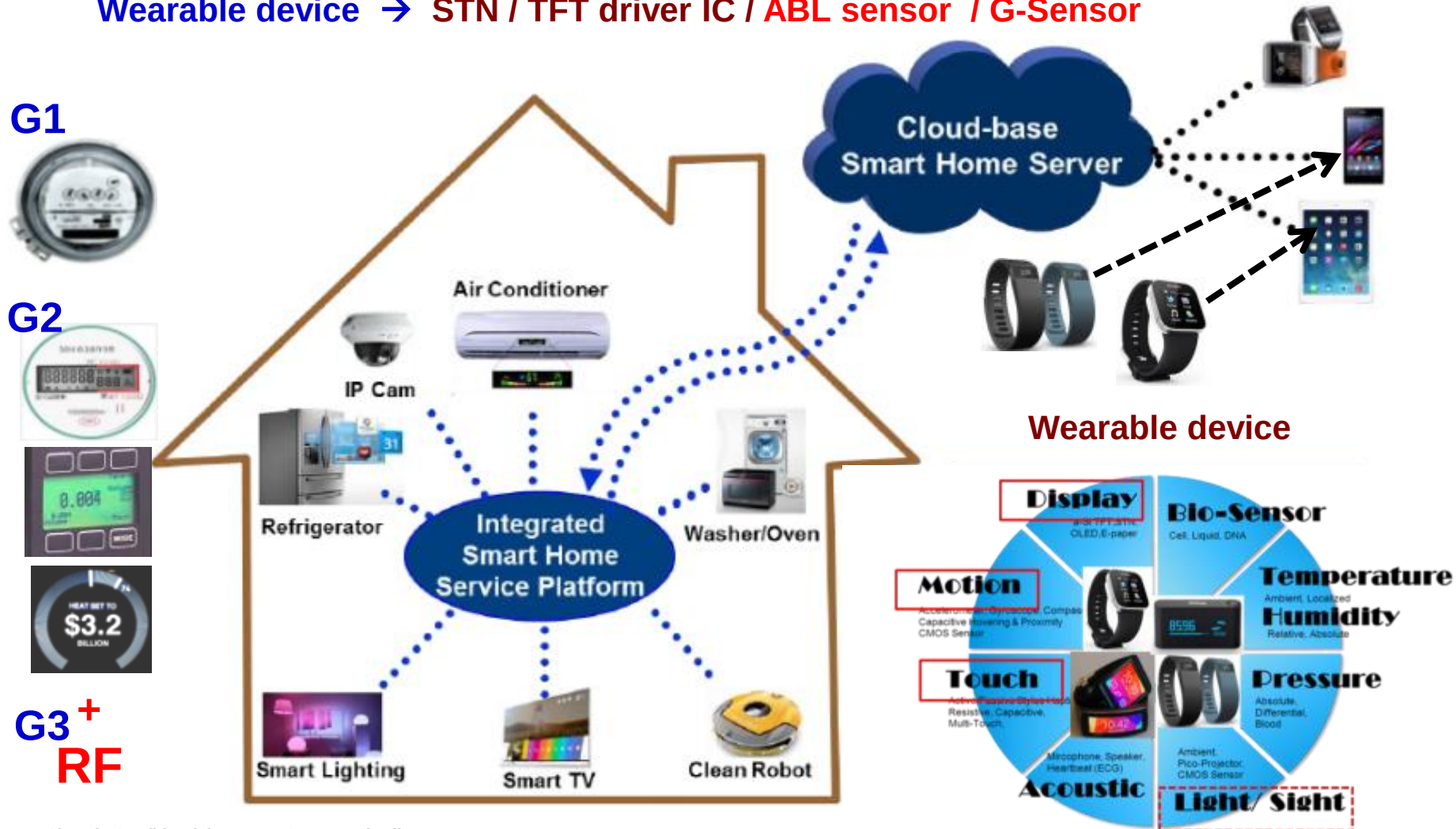


Internet of things (IOT) _ 物聯網相關應用

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

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

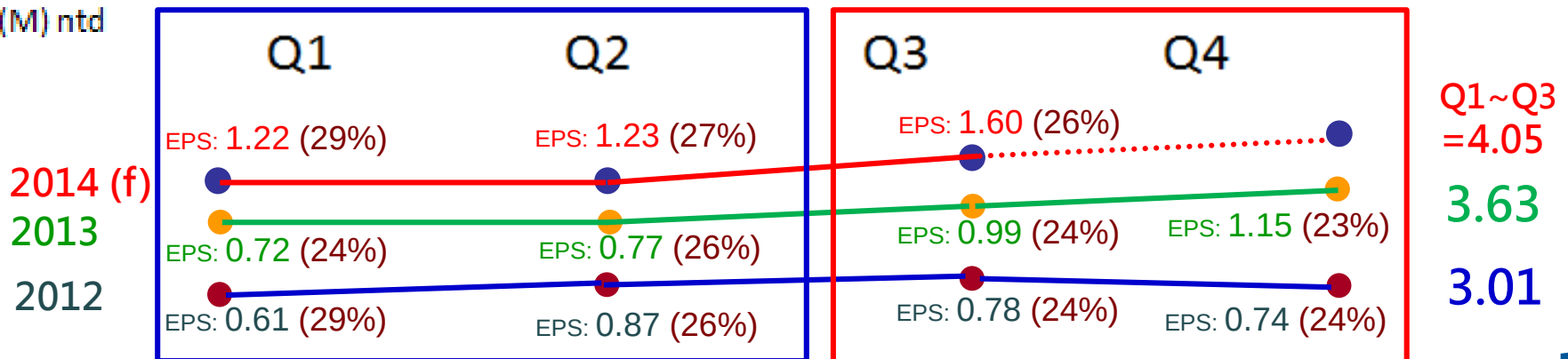
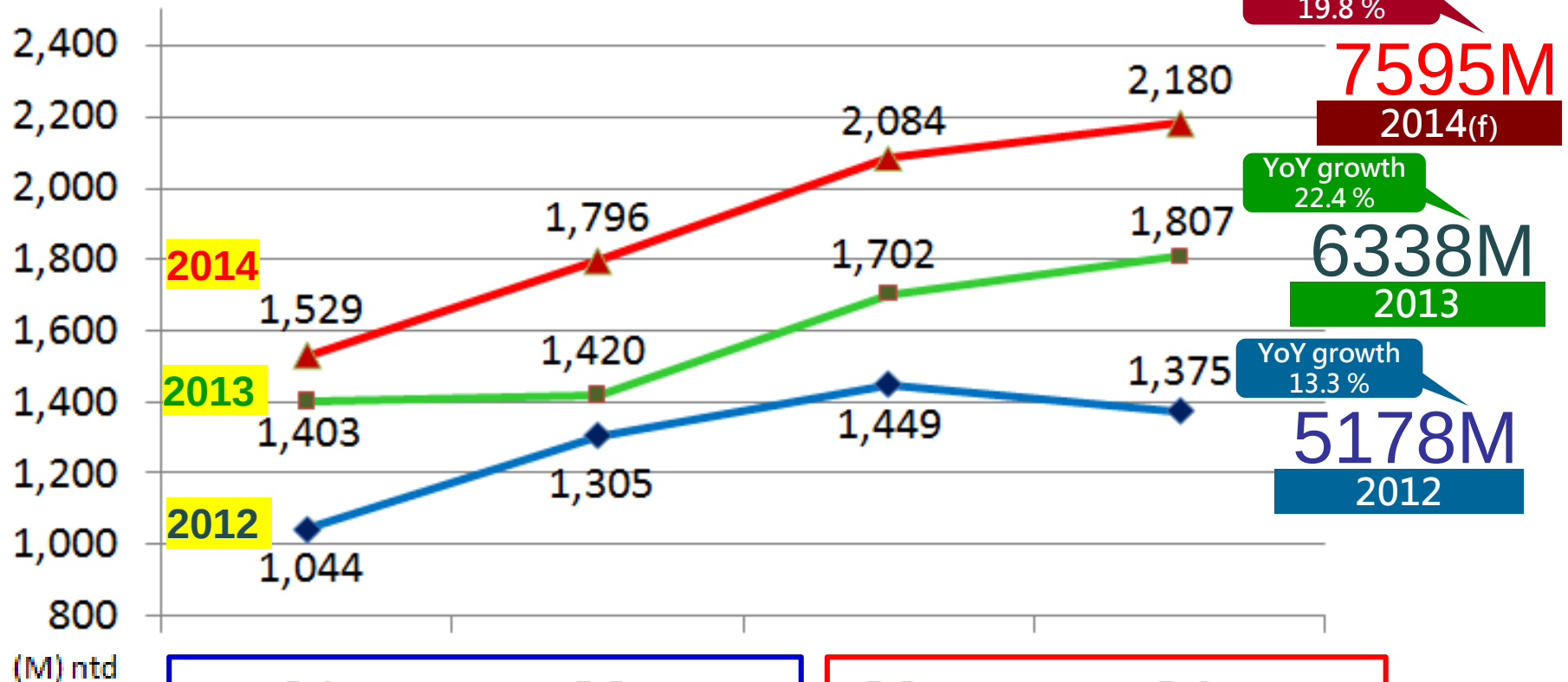
Wearable device → STN / TFT driver IC / **ABL sensor** / **G-Sensor**



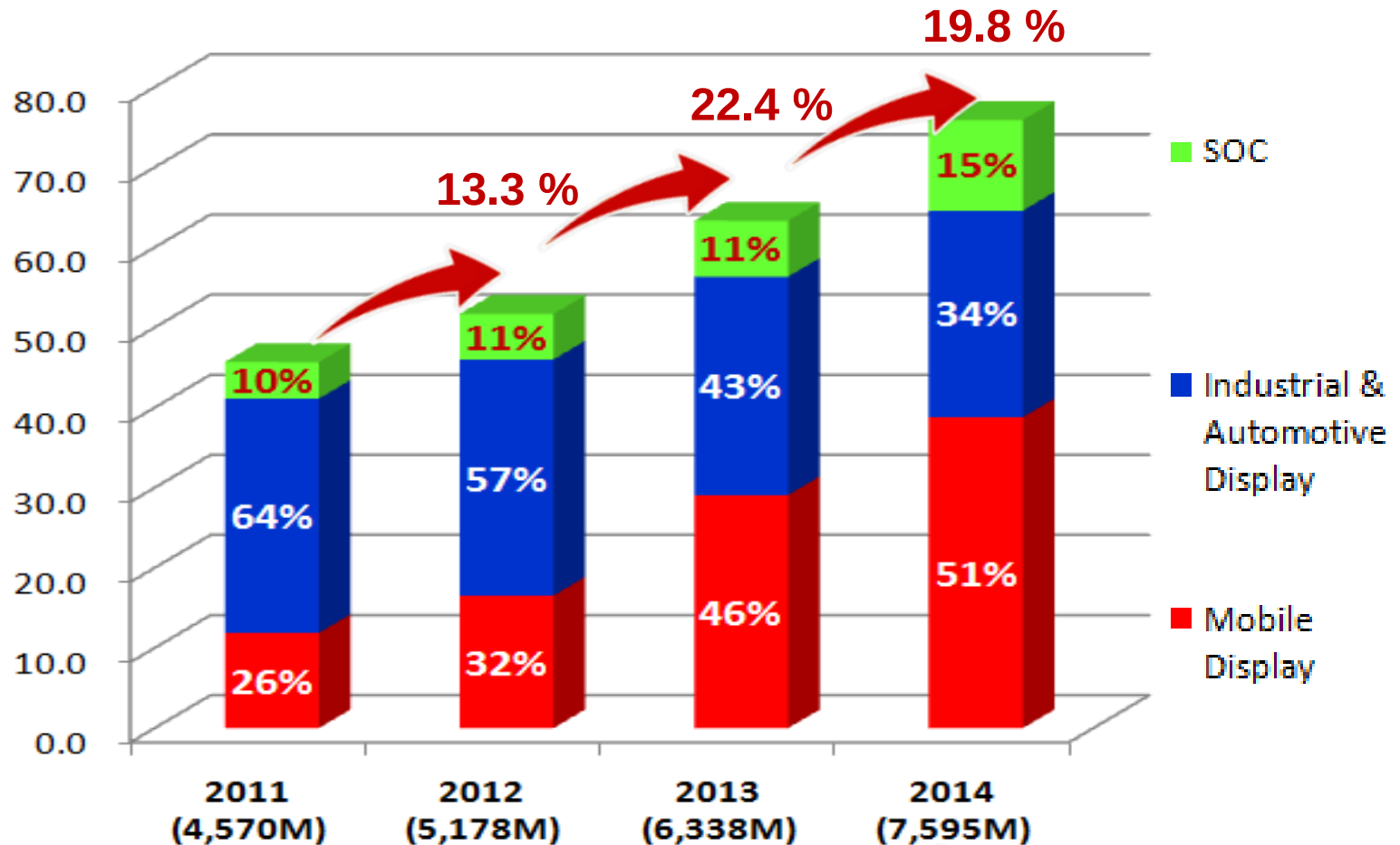
2014~2015 Monthly revenue review

(K) ntd	2013	Quarterly amount	2014	YoY Month	Quarterly amount	2015	YoY Month
1	481,202	1,404,609	553,150	15.0%	1,530,254	790,106	42.8%
2	360,529		416,200	15.4%		528,502	27.0%
3	562,878		560,904	-0.4%			
4	514,822	1,421,849	612,759	19.0%	1,798,491		
5	470,939		610,847	29.7%			
6	436,088		574,885	31.8%			
7	533,193	1,703,466	632,679	18.7%	2,085,032		
8	559,603		689,981	23.3%			
9	610,670		762,372	24.8%			
10	611,181	1,807,739	739,879	21.1%	2,181,372		
11	587,379		700,228	19.2%			
12	609,179		741,265	21.7%			
Total	6,337,663		7,595,150	19.8%			

2012~2014 Revenue & EPS review



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

Q1~Q3 = 4.05

2014 (f)

Thank you



Strategic 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>

