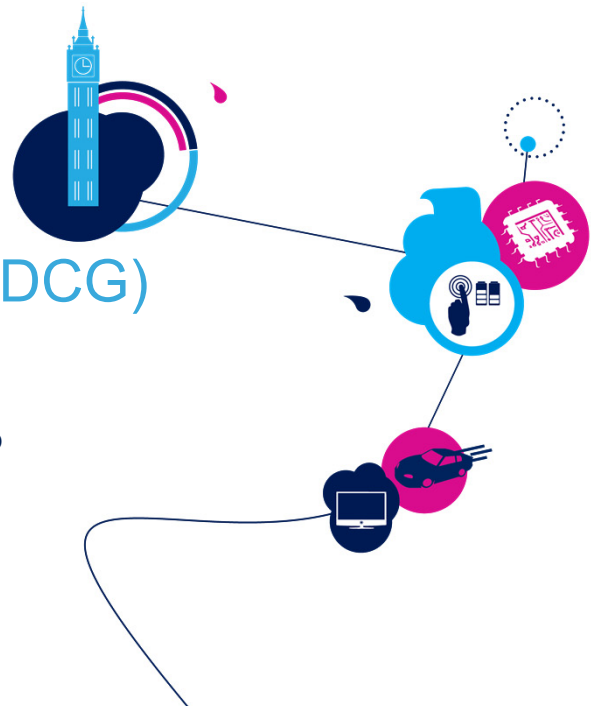


# Digital Convergence (DCG)

**Gian Luca Bertino**  
Executive Vice President  
General Manager, Digital Convergence Group

**Laurent Remont**  
Group Vice President  
General Manager, Unified Platform Division



## Digital Convergence

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### Market Trends

- Internet and Video Traffic
  - x2 every 18 months
  - Emerging countries
- Smart Home and Gateways
  - Multiple services
  - Developed countries
- Growth Opportunity
  - Multiscreen environment
  - Network infrastructure

# Focused Portfolio

3

Unified Platform



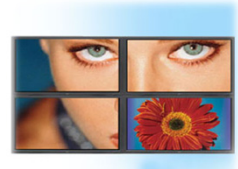
Set Top Box  
Home Gateway  
Smart Home

Digital ASIC



Networking  
Gaming  
Legacy (eg Printers)

Display Products

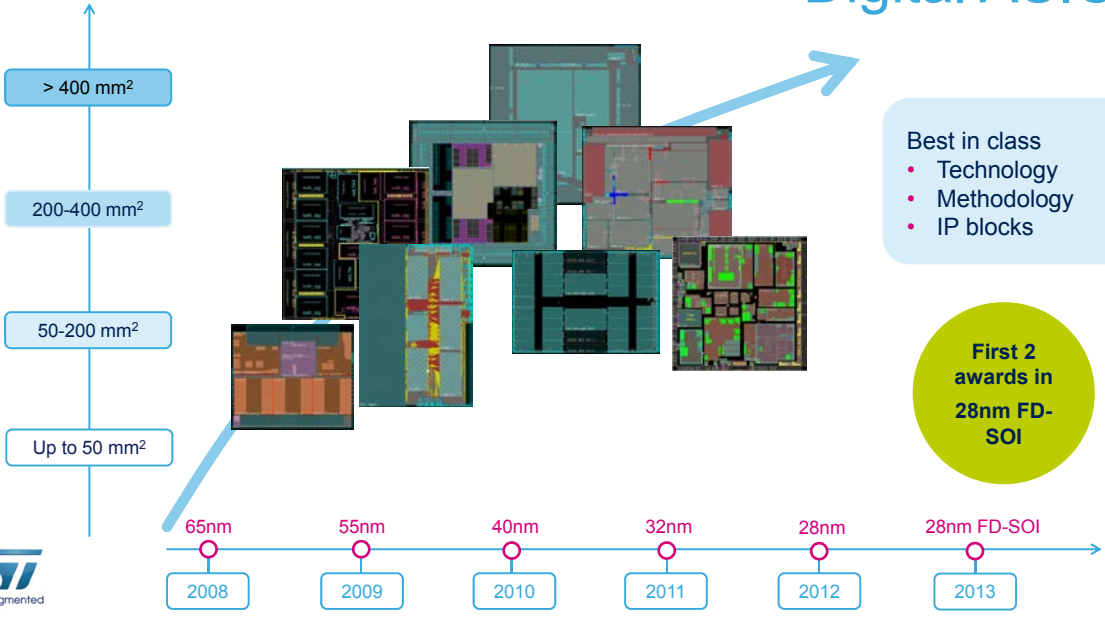


Premium Monitors  
4K2K



# Digital ASIC

4



# Key Differentiators

5



**SERDES:** Ramping 14Gb/s, sampling 28Gb/s

**ARM:** Leading Partner for 64-bit cores

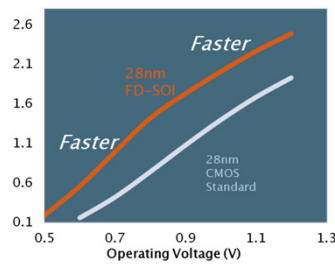
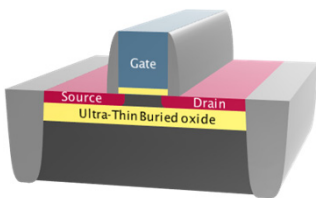
**LOW POWER:** Advanced design techniques

Mastering **SILICON TECHNOLOGY** in house

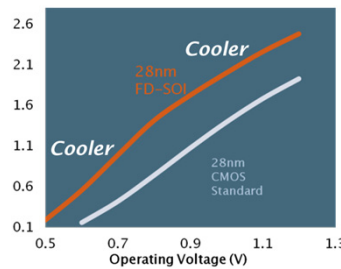


# FD-SOI

6



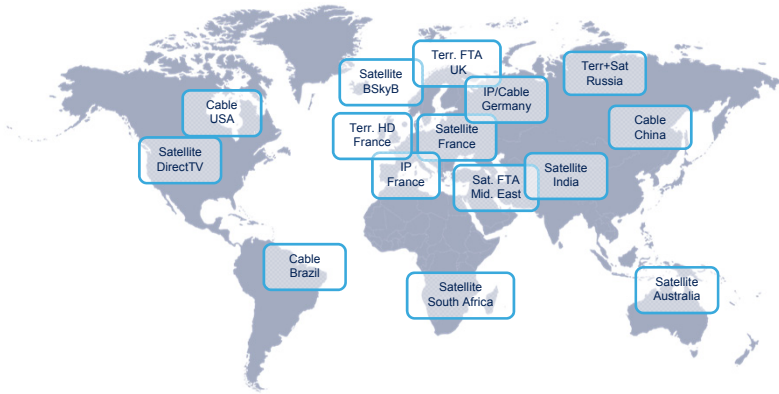
**>3x** Performance at low voltage  
**45%** Performance increase at nominal voltage



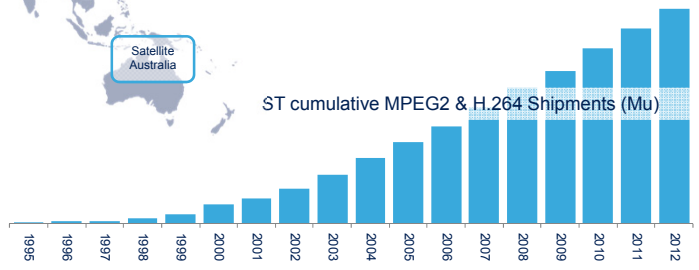
**>40%** Better power efficiency at low OPP



## Leader in Set-Top-Box 7



- #2 WW, #1 outside US
- > 860 M MPEG Set-Top Box SoC shipped by end 2012
- Opening all Major Digital TV Markets since 1995

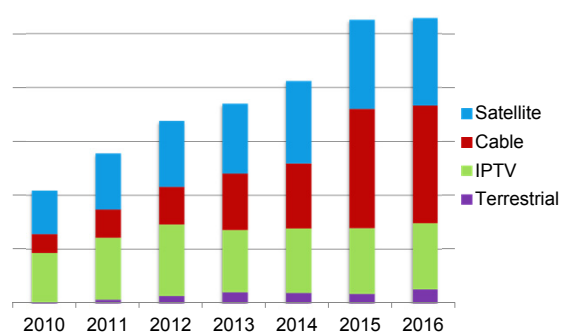
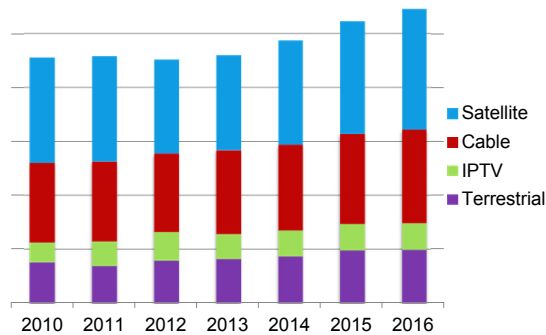


Source: ABI Research, April 2013, ST

## Connected Clients 8

**Global Set-Top Box Market**  
226M boxes in 2012  
5.2% CAGR 2012-2015

**Internet-Enabled Set-Top Box Market**  
68M boxes in 2012  
18.5% CAGR 2012-2015



Connected Clients is the fastest growing segment

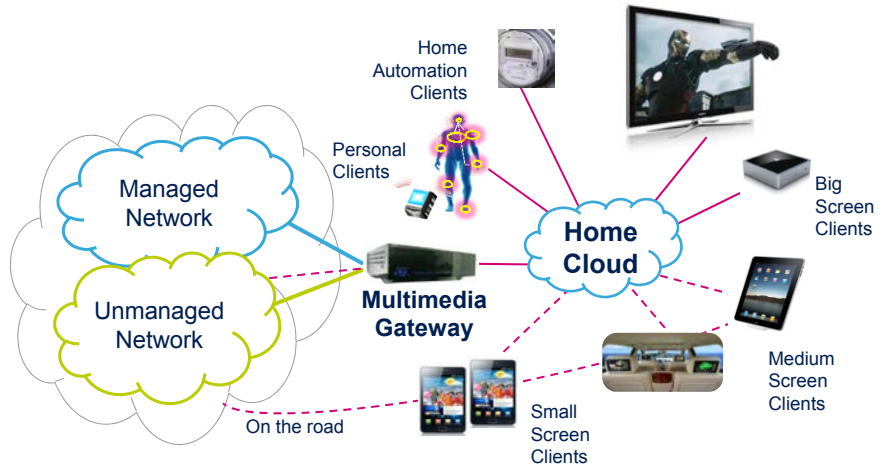
Source: IHS Screen Digest, January 2013

# Smart Home

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## Towards Client-Server Architecture for the Home

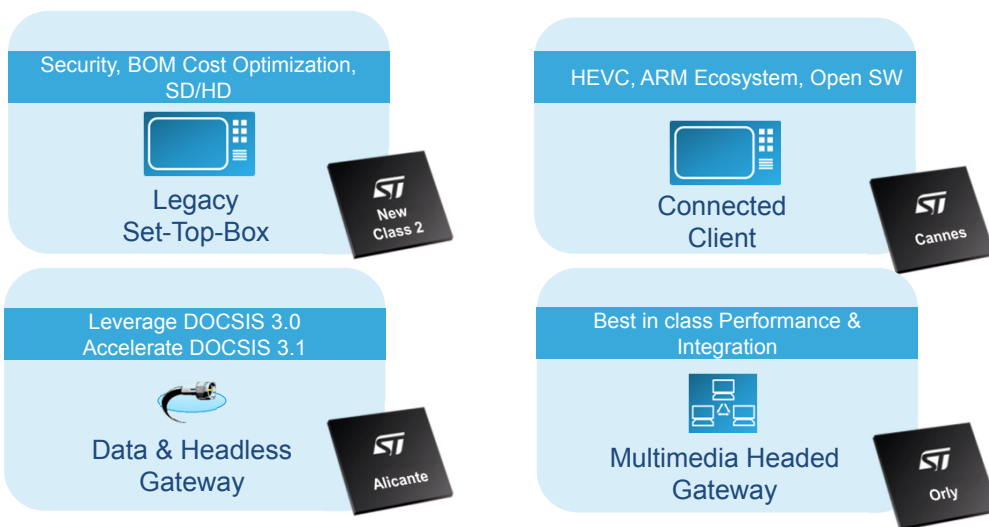
- Any client benefits from managed network services
- New applications across multiple clients
- QoS thanks to Multimedia Gateway acting as a cloud proxy
- Home Services continuity for mobile clients



Smart Home is the next big transition

# Addressing All Opportunities

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# Key Differentiators

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**MM & DISPLAY:** AV, Graphics, HEVC, Faroudja

Full portfolio of **SECURITY SOLUTIONS**

**ARM ARCHITECTURE** & Multiple SW Stack

**DOCSIS 3.0 / 3.1, MOCA 2.0, WiFi AC**



# ST Strategy to Market Leadership

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## ARM

**Cortex**  
Low-Power Leadership from ARM

**LEGACY STB**

Keep  
Market Leadership  
outside the US

**CABLE AND  
CONNECTED**

Expand  
ST presence  
in the US market

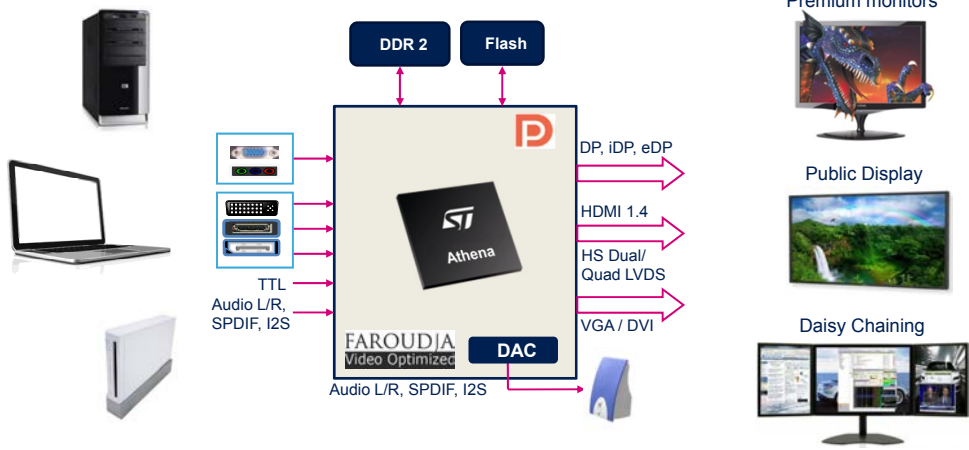
**CLIENT / SERVER**

Lead  
the transition  
to Smart Home



# Leading the transition to 4K2K

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# 2013 Priorities

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## Recent Achievements

- Successfully expanded our share in **32/28nm ASIC**, including initial adoption of FD-SOI technology
- Fast adoption of the **40nm New Class 2** (Legacy Set-Top-Box) and **28nm Orly** (Home Gateway) product families
  - Sumitomo Electric Network selected Orly for its advanced generation of Smart IPTV Set-Top-Box
- Fast Adoption of the **Athena** product family for Premium Monitors

- Continue the deployment of New Products (**New Class 2, Orly, Cannes, Alicante, Athena**)
- Gain share in the **US market** (Cable, Gateway and Connected Set-Top-Box)
- Exploit the potential of **FD-SOI technology** in ASIC
- Execute the **\$600M plan**
  - Unified Processing Platform
  - No Merchant Silicon for TV or Mobile
  - Synergies and optimized R&D structure

Priorities for 2013





## **Growth opportunities**

Network Infrastructure & Multiscreen Environment

## **Market leadership**

Through Focused Portfolio

## **Competitive advantage**

FD-SOI & IP

## **Growth drivers**

New Class 2, Cannes, Orly, Alicante, ASIC, Athena