



The Digital Lifestyle augmented

Consumer Electronics Show
January 7, 2013 – Las Vegas



Forward Looking Statements

- *This presentation contains statements of future expectations and other forward looking statements (within the meaning of Section 27A of the Securities Act of 1933 or Section 21E of the Securities Exchange Act of 1934, each as amended).*
- *These statements include expectations regarding our new strategic plan, including expected benefits, future financial and operating results and other statements regarding events or developments that we believe or anticipate will or may occur in the future. These statements are based on management's current views and assumptions, and are conditioned upon and also involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from the forward looking statements contained in this presentation.*
- *Such risks and uncertainties include the continuing difficult macro-economic and industry conditions and trends in the semiconductor sector and the other risks detailed in our filings with the Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially which could have a material adverse effect on our business and/or financial condition. We do not intend, and do not assume any obligation, to update any forward looking statements set forth in this presentation.*

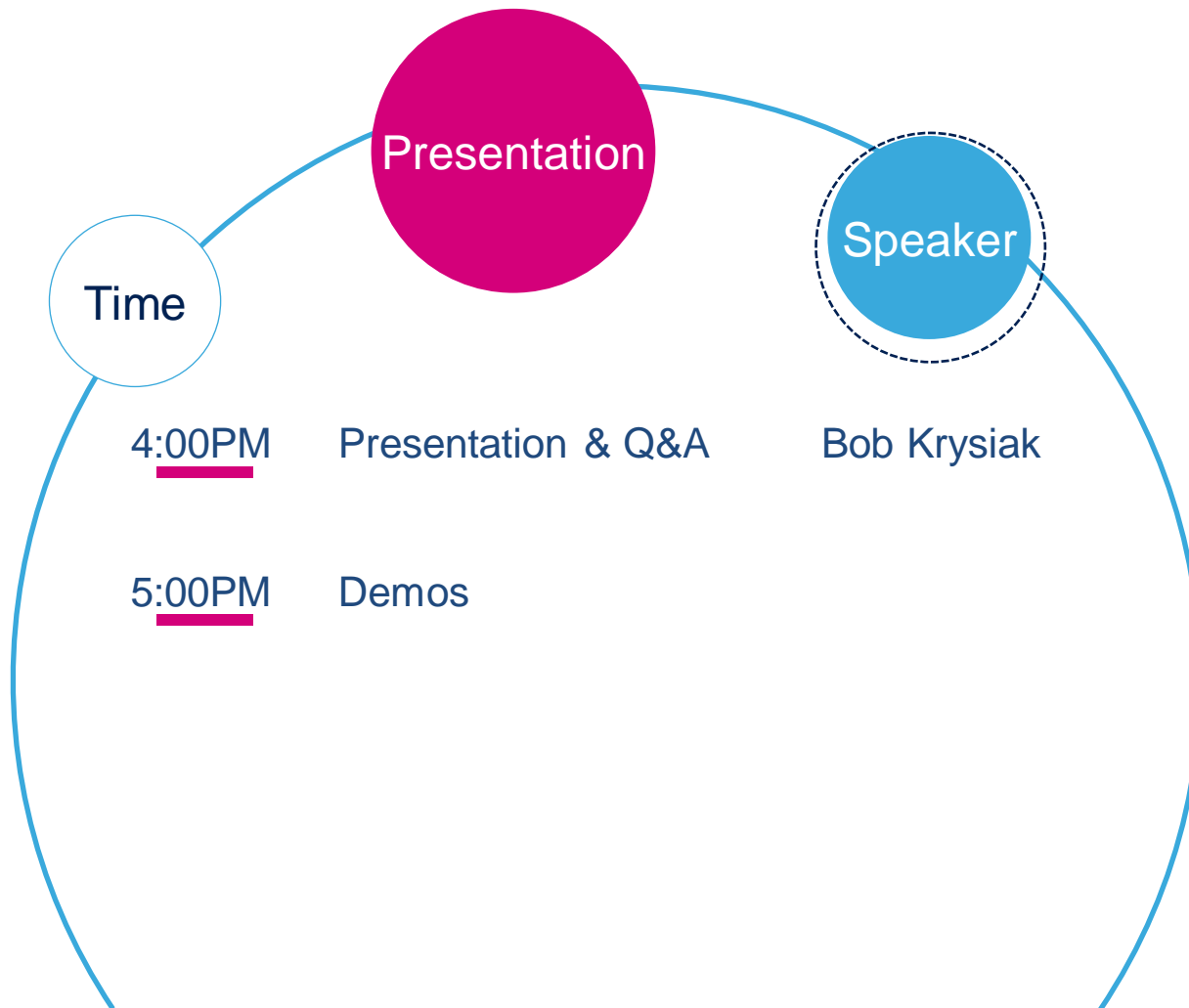


The Digital Lifestyle augmented

Bob Krysiak
Executive Vice President,
President Americas Region

Consumer Electronics Show
January 7, 2013 – Las Vegas







Sense & Power and Automotive Products

- MEMS and Sensors
- Power Discrete and Modules
- Advanced Analog, Power Management and Standard ICs
- Automotive Products

Embedded Processing Solutions

- General-Purpose MCUs and Secure MCUs
- Application Processors and Digital Consumer Products
- Imaging ICs and Modules
- Digital ASICs

Automotive



Powertrain,
Safety,
Infotainment,
Auto MCUs

Smart Power



Energy
Efficiency &
Saving,
Power
Conversion,
Connectivity

MEMS and Sensors



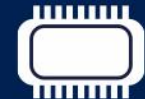
Automotive,
Healthcare,
Wellness,
Wearable

Application Processors and Digital Consumer



Home
Gateway,
Networking,
DisplayPort

Microcontrollers



Consumer,
Security,
Healthcare,
Fitness and
Wellness

Large, Attractive Markets

2013 – ST SAM \$140B

CAGR '12-'15: +4.8%



\$73B

Sense & Power
and Automotive
Products



CAGR '12-'15: +4.4%



\$67B

Embedded
Processing
Solutions



ST Growth Drivers for Digital Lifestyle

Automotive



Powertrain,
Safety,
Infotainment,
Auto MCUs

Smart Power



Energy
Efficiency &
Saving,
Power
Conversion,
Connectivity

MEMS and
Sensors



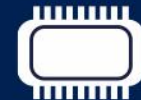
Automotive,
Healthcare,
Wellness,
Wearable

Application
Processors and
Digital Consumer



Home
Gateway,
Networking,
DisplayPort

Microcontrollers

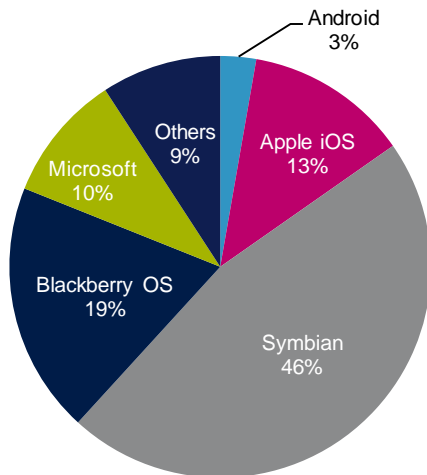


Consumer,
Security,
Healthcare,
Fitness and
Wellness

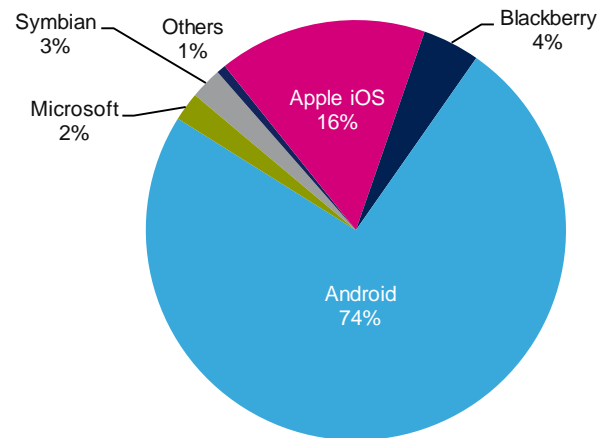
- Continued rapid growth of MEMS and STM32 microcontrollers
- Shipped new MEMS products including microphone, touch screen and pressure sensors to major tablet manufacturers
- Imaging diversification of customers and applications:
 - New wireless customers
 - Entered new applications
 - Digital Still Camera
 - Automotive
 - Gaming
- Set-Top Box:
 - Fast adoption of the 40nm families in cable, terrestrial & IPTV
 - Important design wins for Orly in 32nm and 28nm
 - Introduction of DOCSIS 3.0 products for new high-speed cable networks
- Secure MCU solutions in tablets for NFC

Major Changes in the Wireless Market

- Polarization of the mobile device market
- Vertical integration at leading phone manufacturers
- Major shift in operating systems



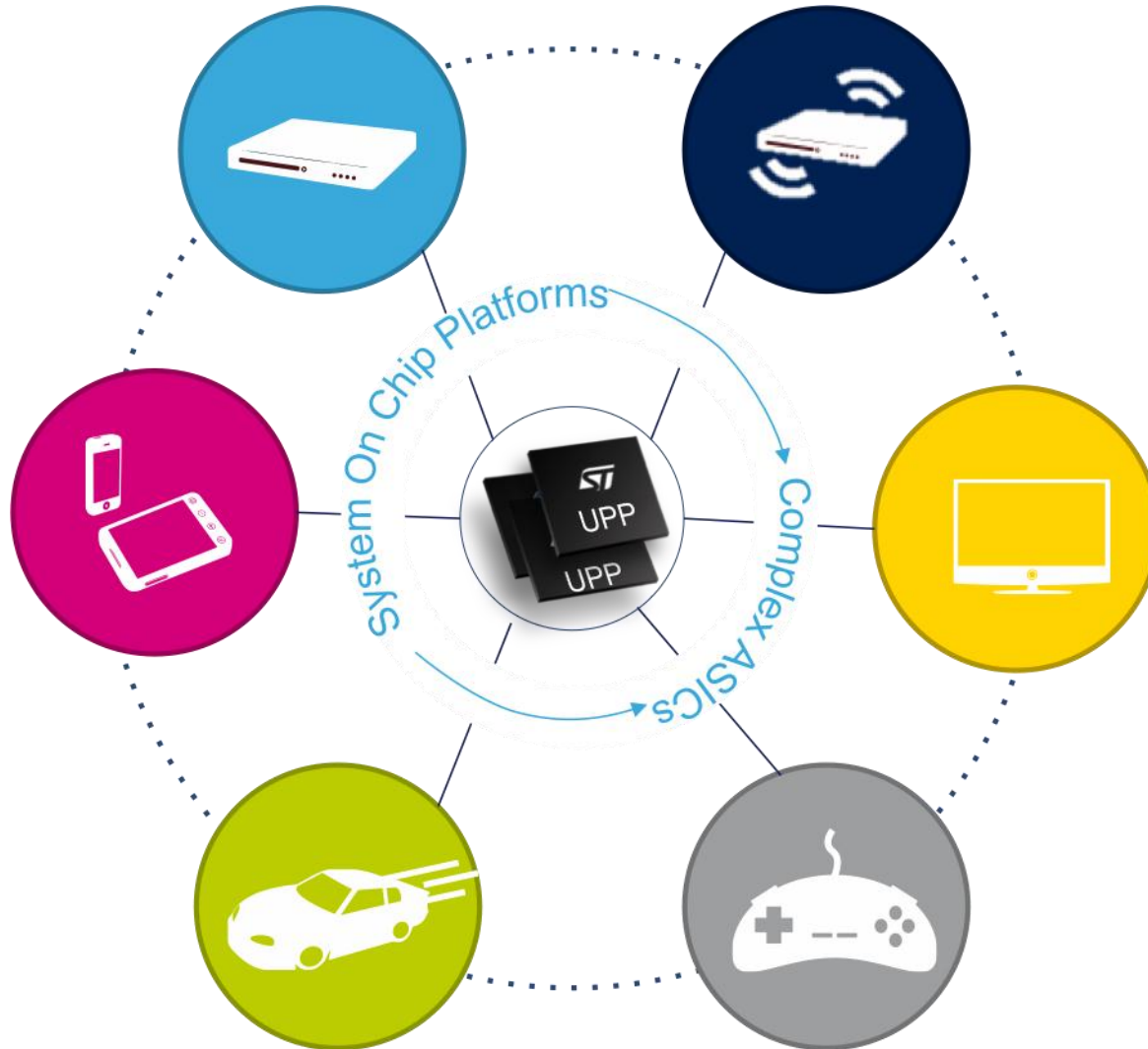
Smartphone OS
volume market share
2009 Q2



Smartphone OS
volume market share
2012 Q3

Source: Strategy Analytics - November 2012

One Unified Processing Platform: Multiple Product Derivatives



Digital Lifestyle Augmented

Natural Human Interfaces



Smart Home



Health & Fitness



Key Requirements for a Digital Lifestyle

Natural Human Interfaces



Smart Home Interfaces



Health & Fitness



MEMS Sensors

Security

Performance

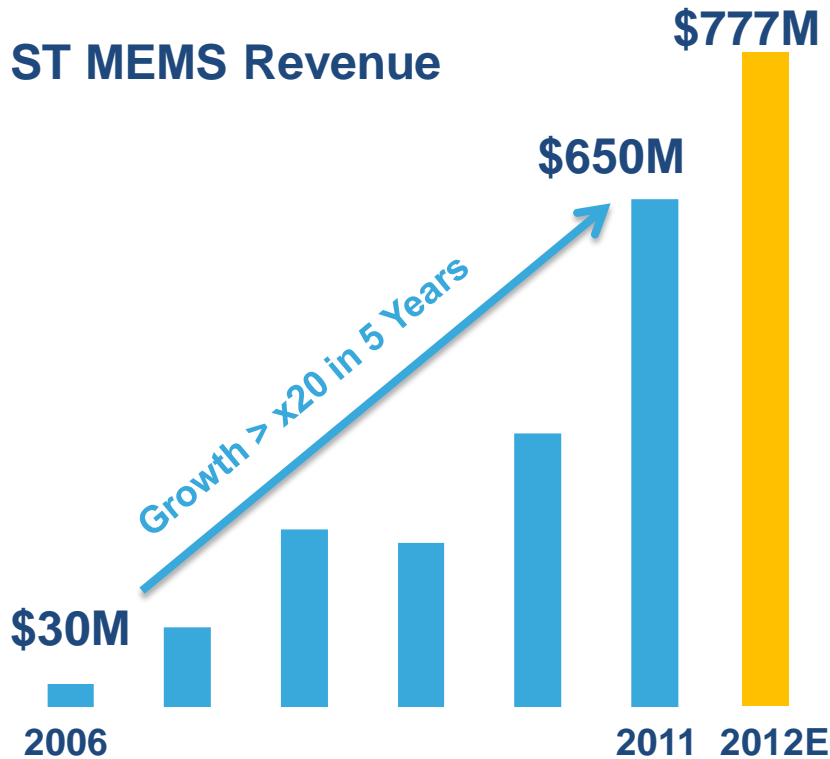
Low Power

Innovation Driving Market Share & Growth

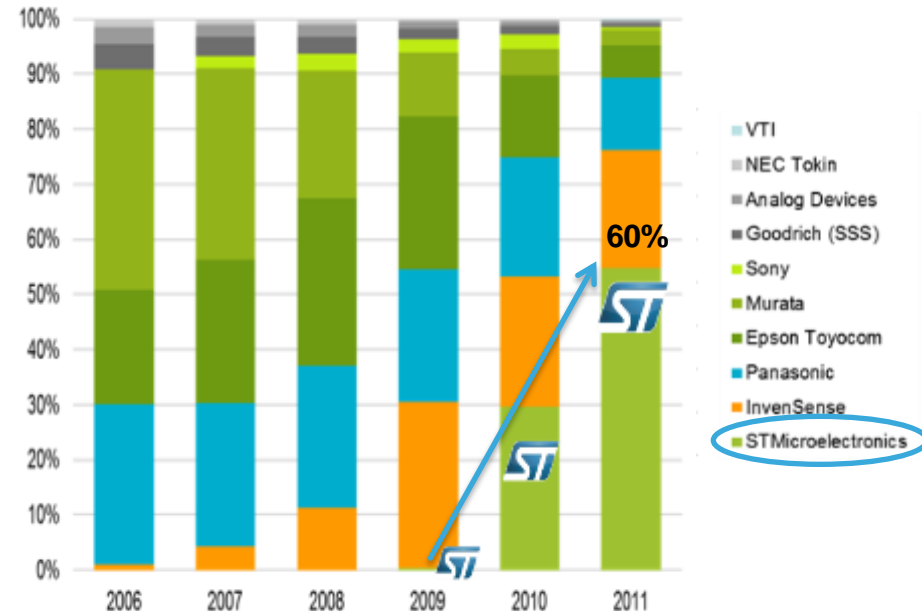
- ST #1: MEMS Motion Sensors for consumer electronics & mobile handset market
- ST #1: Accelerometers, Market Share ~ 50%

- ST #1: Gyroscope
- Market Share ~60%
- Achieved in only two years

ST MEMS Revenue

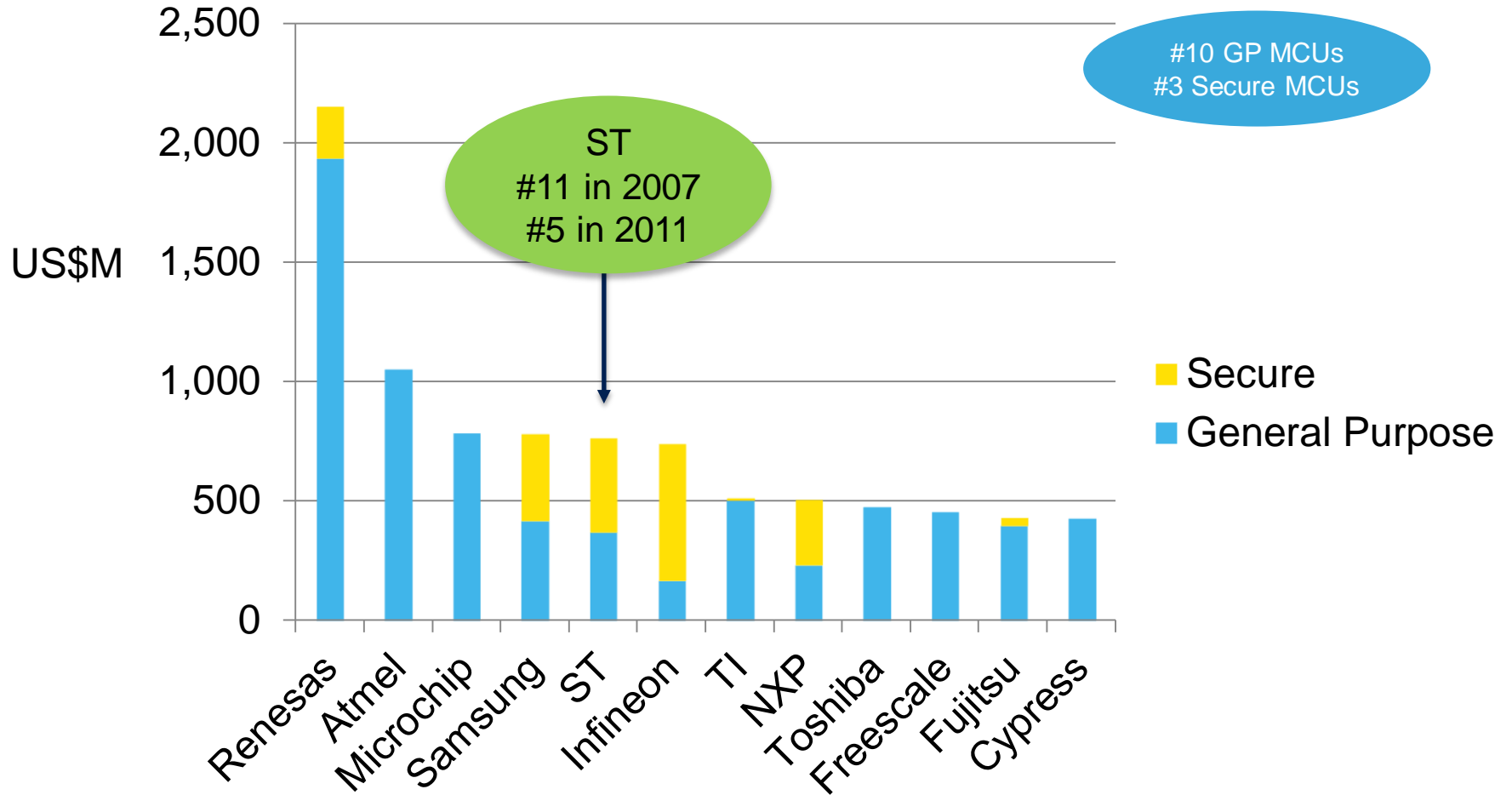


Gyroscope Market Share



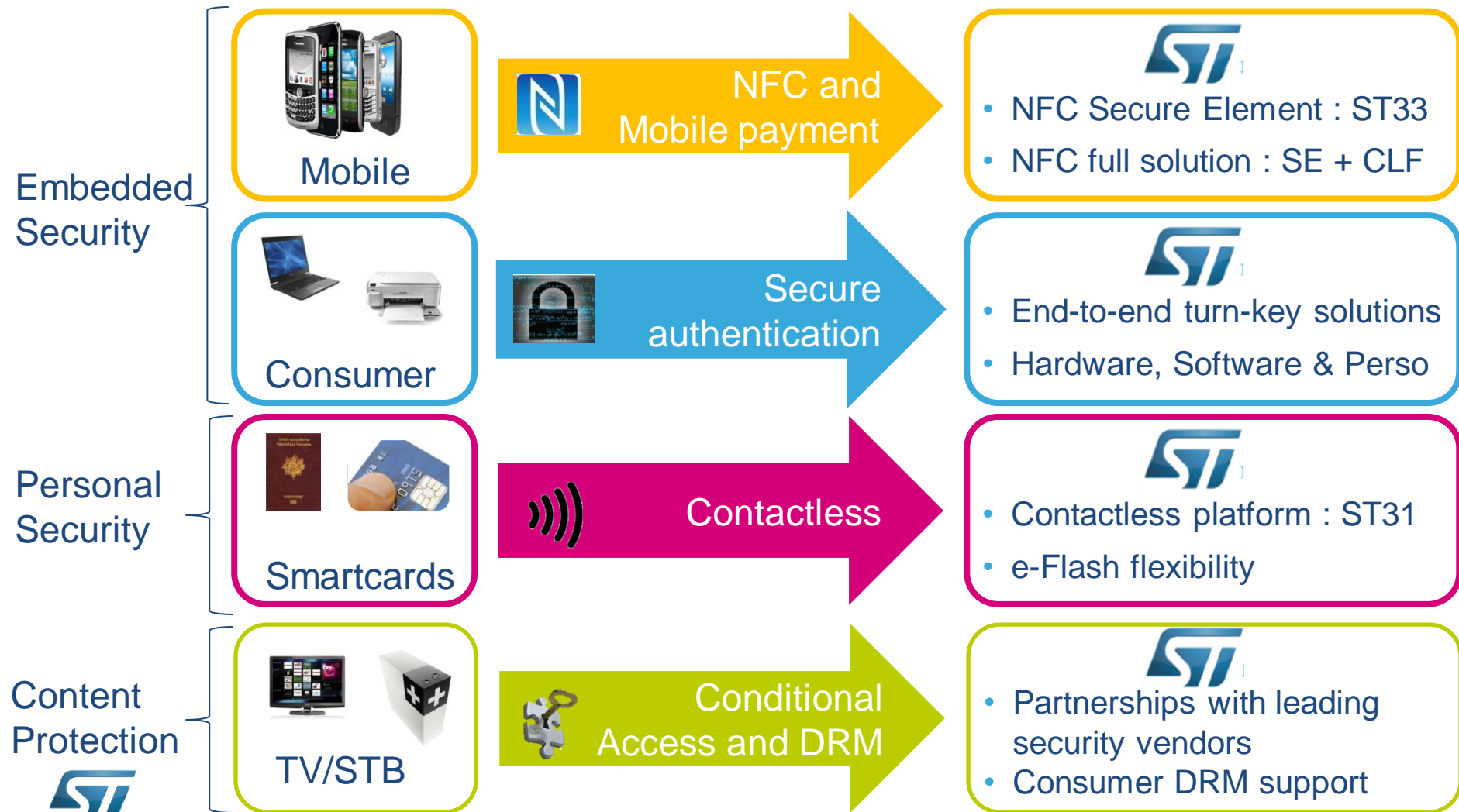
In 2012 we also started the production of Microphone and Altimeters

2011 WW GP & Secure MCU Revenues



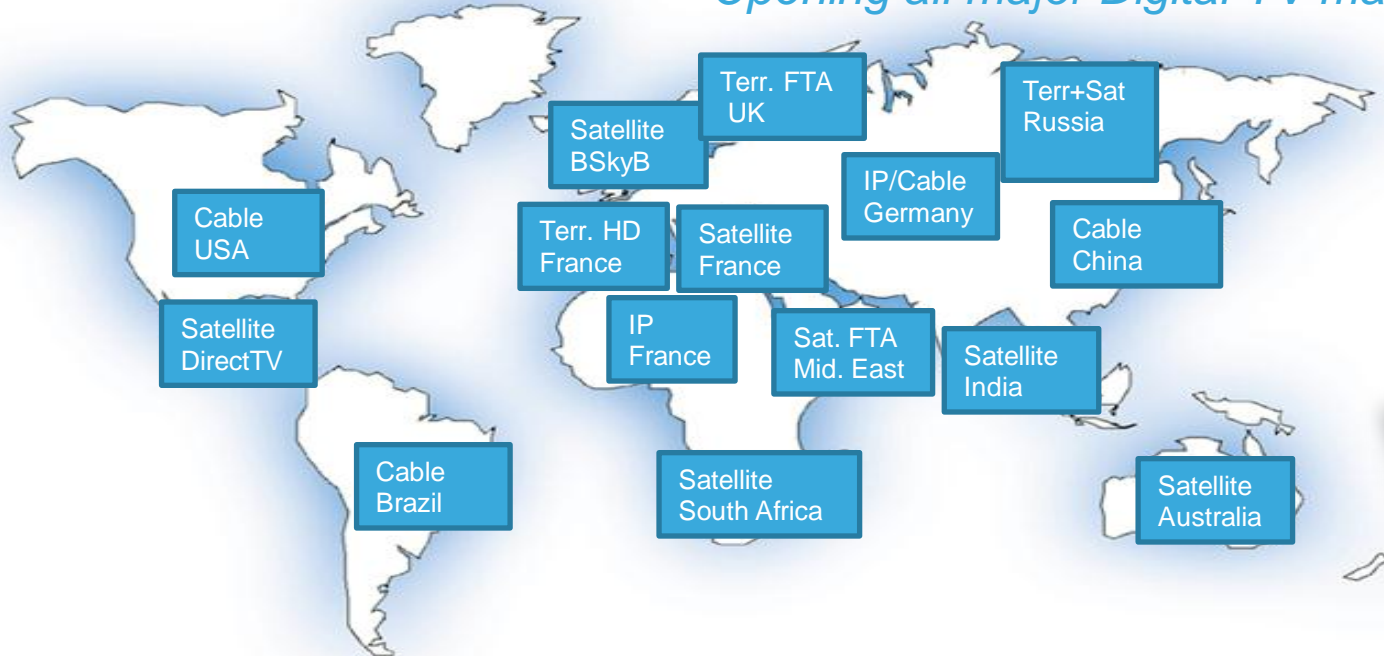
Increased Requirement for Security

Market growth driven by mobility, contactless convenience and an increasing need of security / authentication in Digital World



ST Leading the MPEG Market

Opening all major Digital TV markets since 1995



>860M MPEG STB SoC shipped by end 2012



ST cumulative MPEG2 & H.264 Shipments (Mu)

Source: ST internal

Performance for Better User Experience...



...Without Compromising Low Power

High-Performance Processing

- High-Resolution Screens
- Rich Multimedia Experience
- Responsive Devices

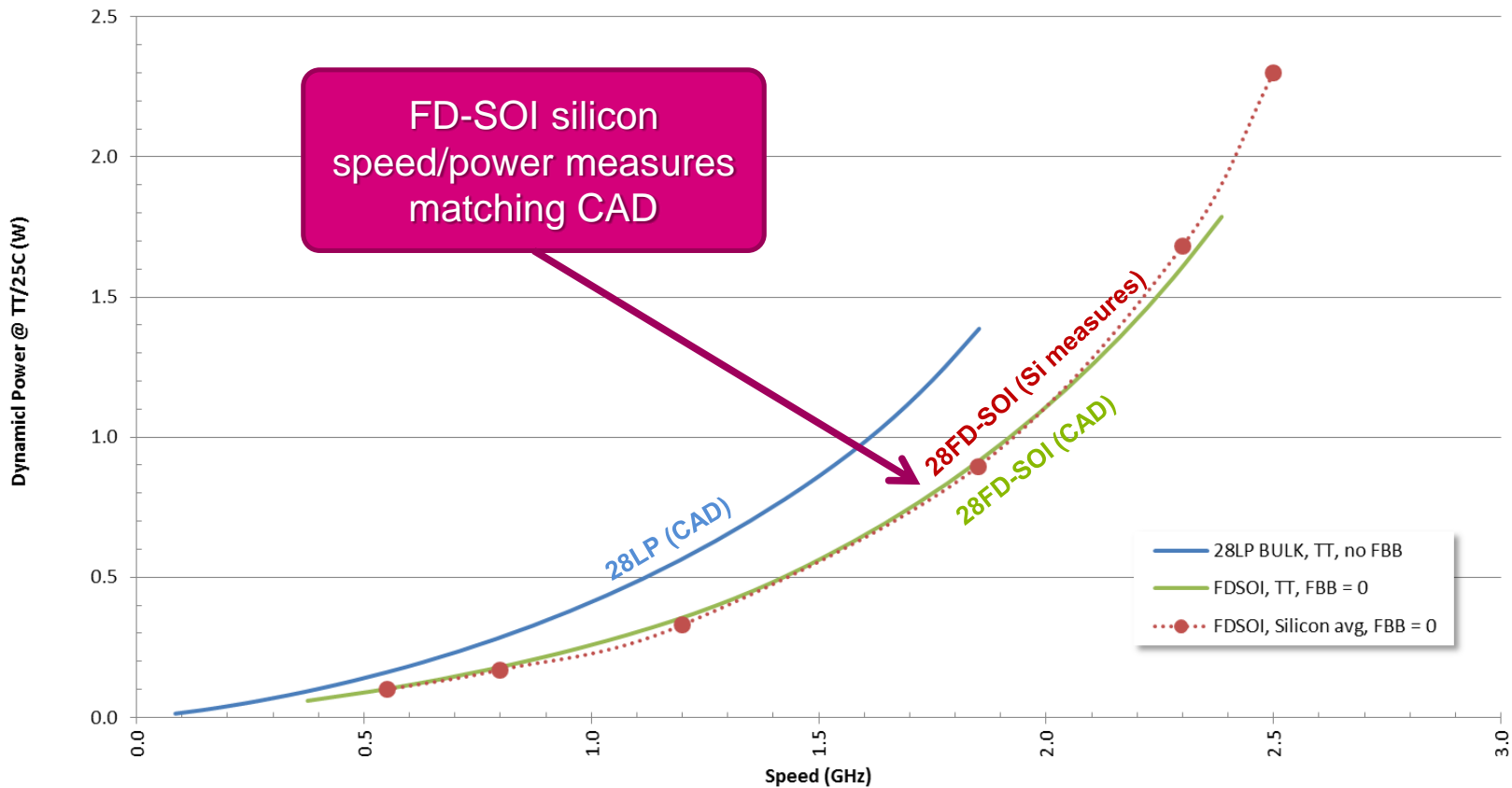


Low Power

- Longer Battery Life
- Regulation Compliancy
- Thermal Efficiency

FD-SOI for Low-Power High-Performance Embedded Processors in System-on-Chips and ASICs

Multi-core A9 Dynamic Power vs. Speed



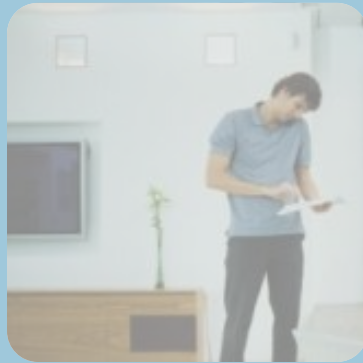
FD-SOI silicon speed/power measures matching CAD

ST Strong Position in the Digital Lifestyle

Natural Human Interfaces



Smart Home



Health & Fitness



MEMS Sensors

Security

Performance

Low Power

Radical Change of User Interfaces



More Natural, More Interacting - "Smart Me"



Gesture

Voice

Touch
Proximity

Visual

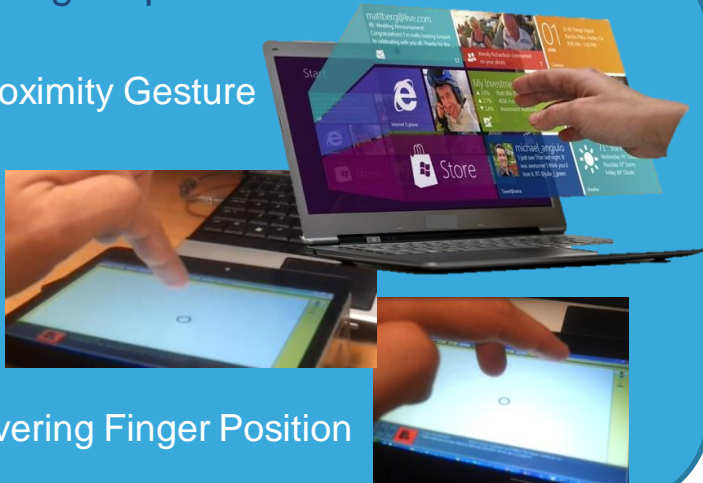


DEMO

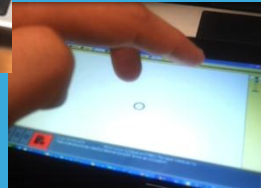
FingerTip by ST

FingerTip for 3D user interface

Proximity Gesture

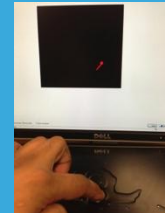


Hovering Finger Position



FingerTip Dual-Sensing Technology for outdoor activities

Tracking finger in water

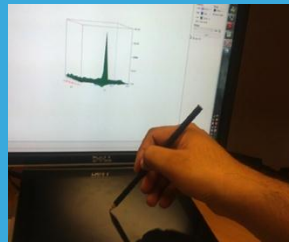


Touch with gloves

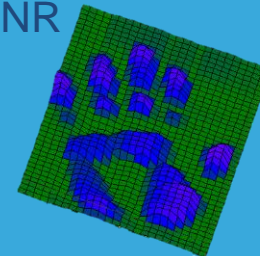


FingerTip Unprecedented High SNR

Reliable Pen Input support

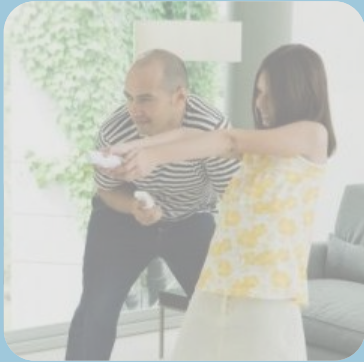


3D Shape and profile recognition



ST Strong Position in the Digital Lifestyle

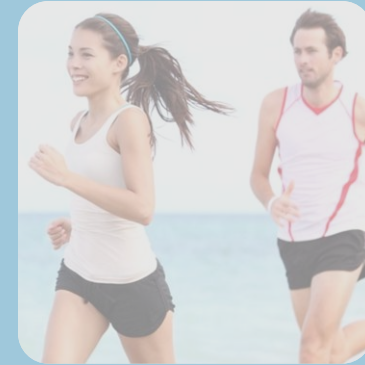
Natural Human Interfaces



Smart Home



Health & Fitness



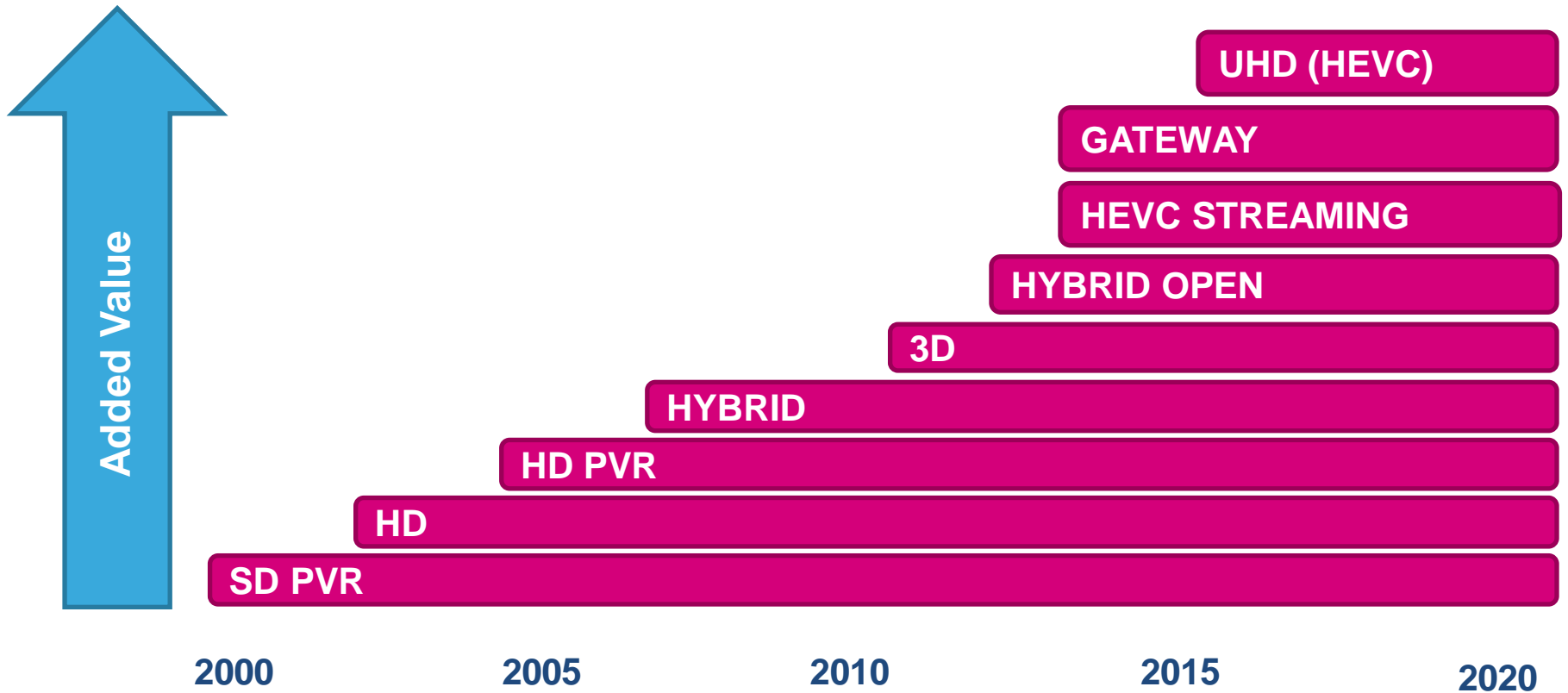
MEMS Sensors

Security

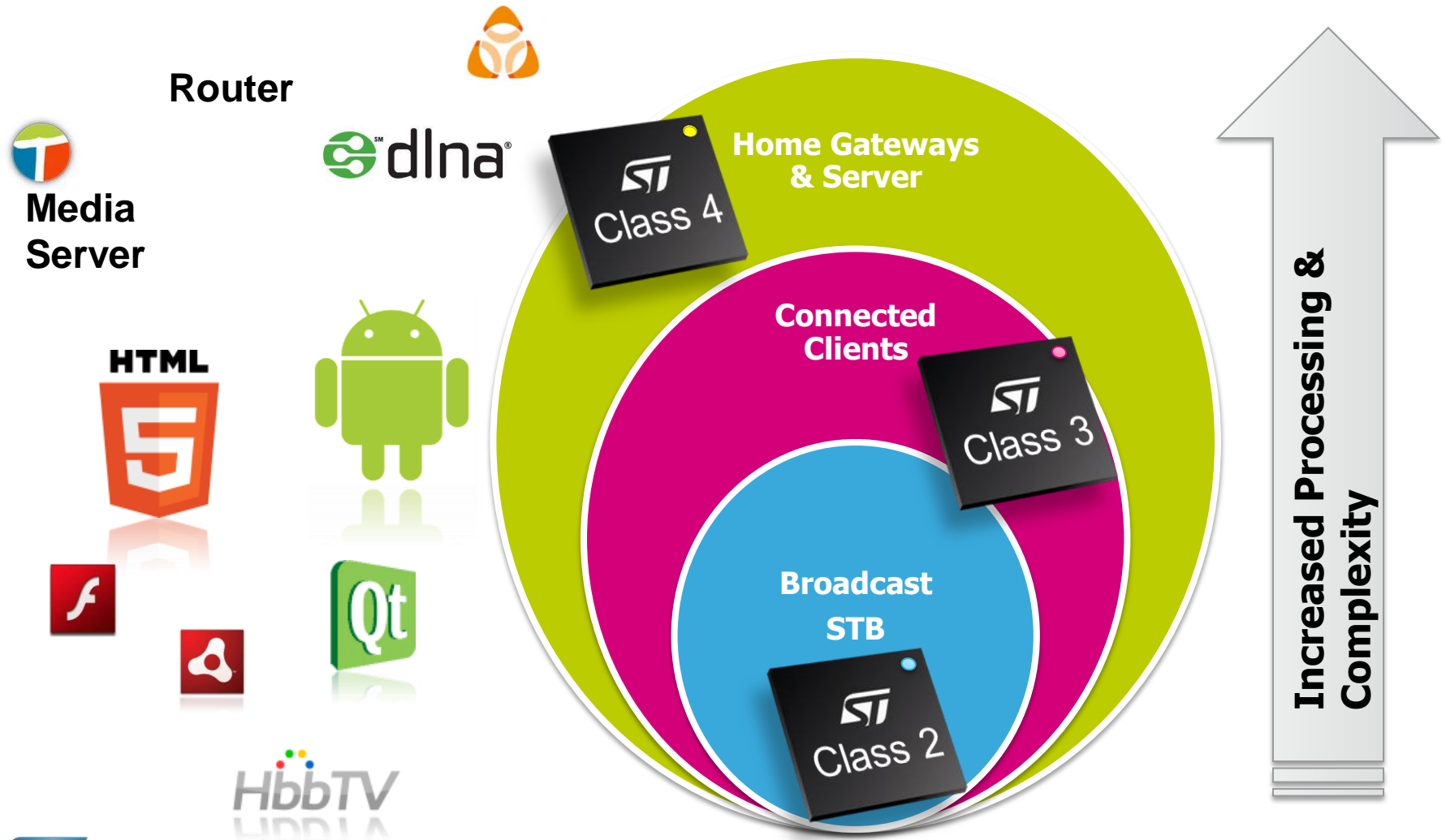
Performance

Low Power

Set-Top Box Market Trends



Market Trend: Broadcast & Broadband Convergence



Smart Home Solutions



Home Cloud Server

- Quality of Experience
- Multiple Home Clients
- New Services



US Cable

- Cable Network Access



Multi Applications & Ecosystem

- In Android
- In Linux
- Ecosystem Developer. Box



Smart TV

- Freeman Ultra-based TV product



Broadcast STB

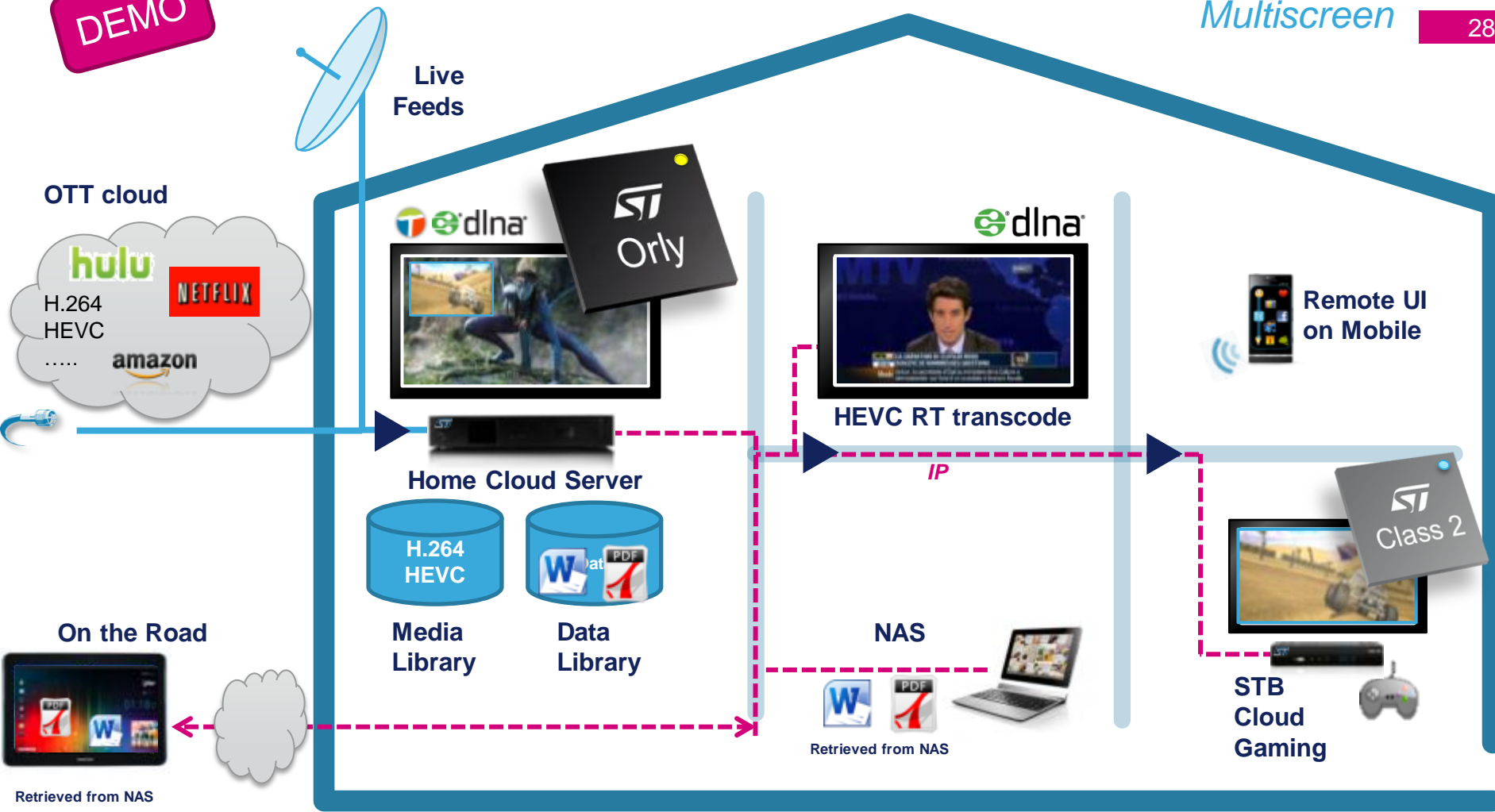
- System Cost Saving
- Performance
- Ecosystem

Home Cloud Server

Multiscreen

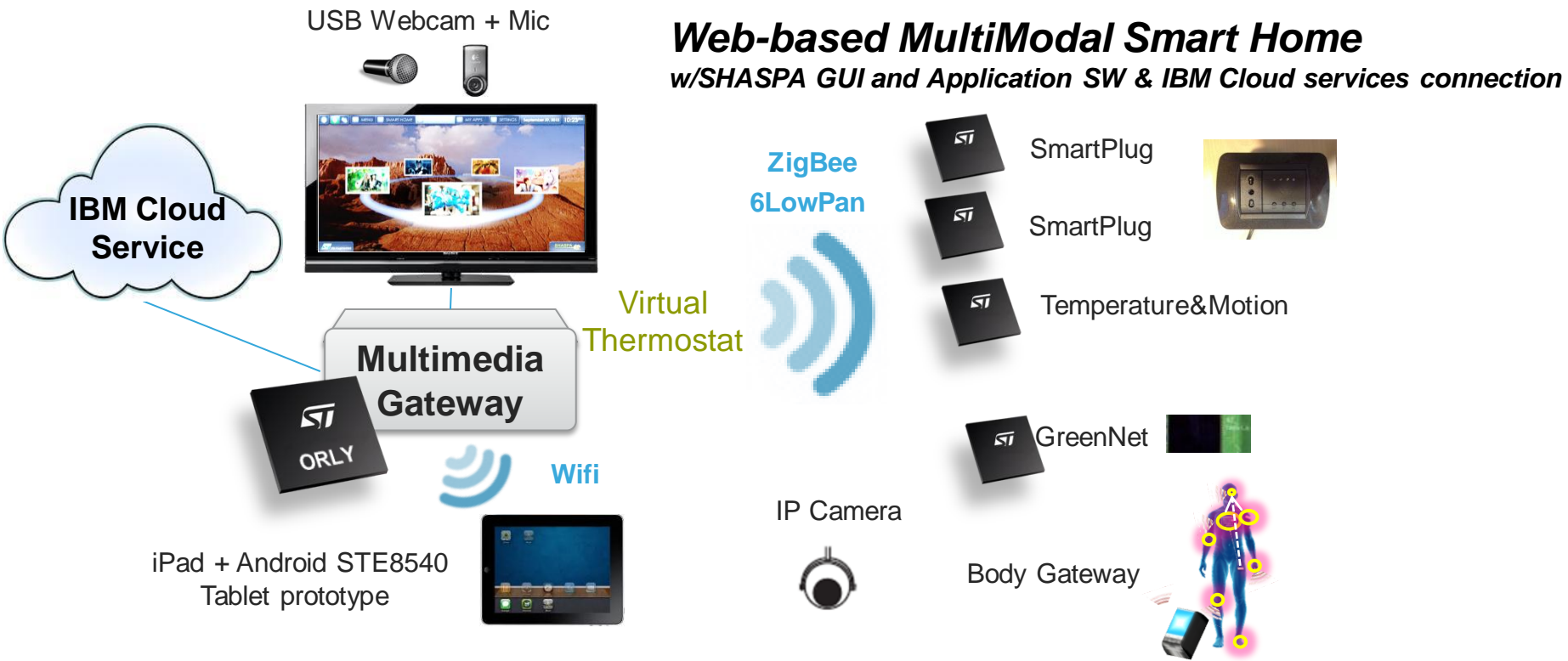
28

DEMO



DEMO

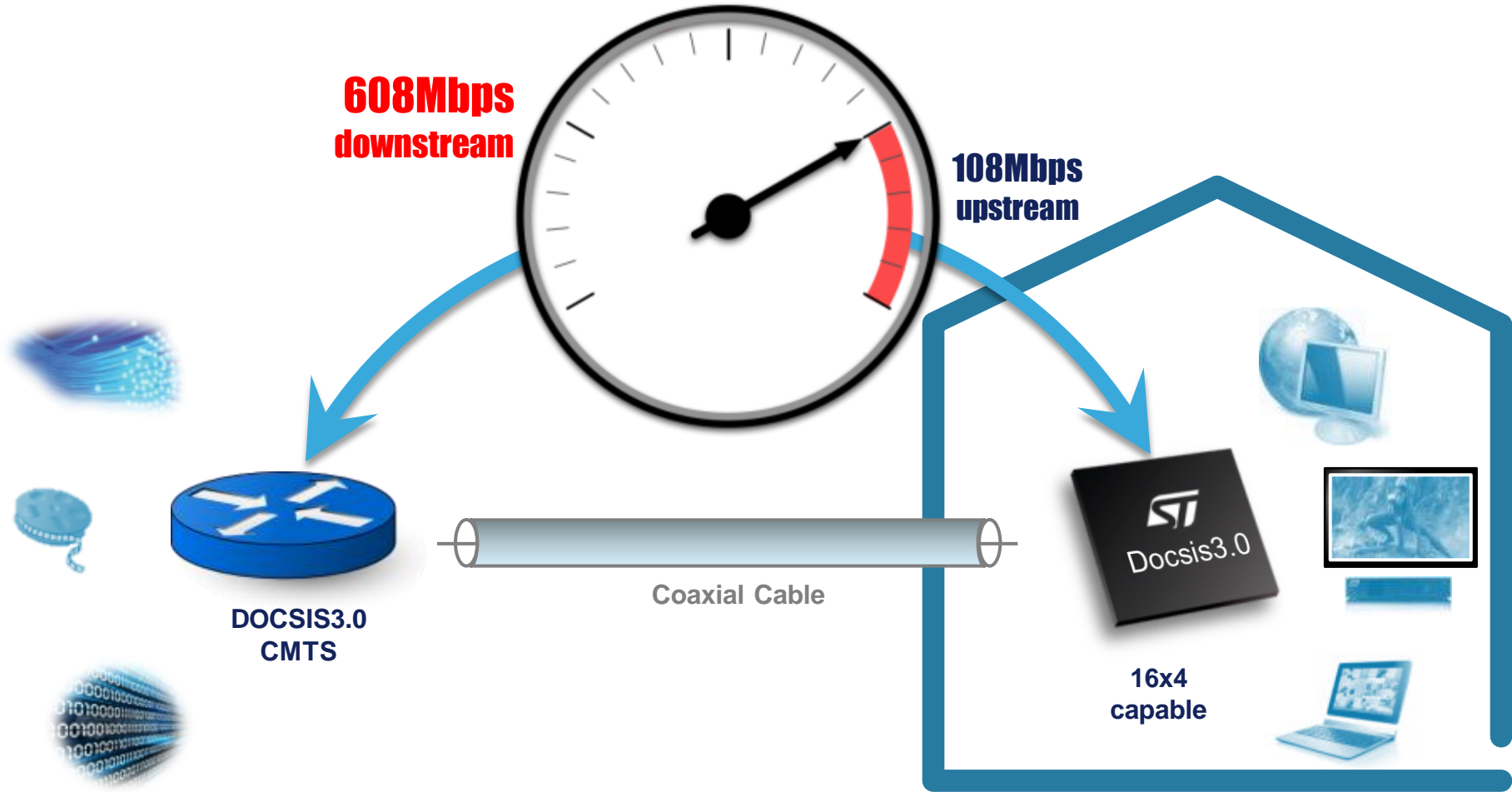
Smart Home



DEMO

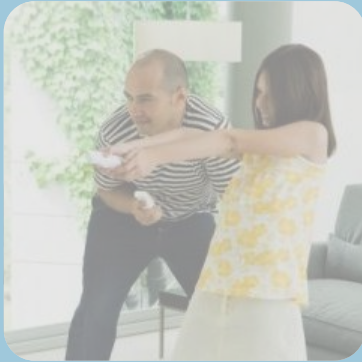
ST DOCSIS[®] 3.0

DOCSIS3.0 live performance

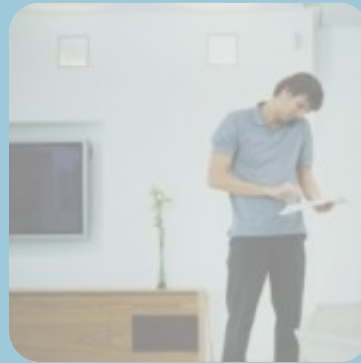


ST Strong Position in the Digital Lifestyle

Natural Human Interfaces



Smart Home



Health & Fitness



MEMS Sensors

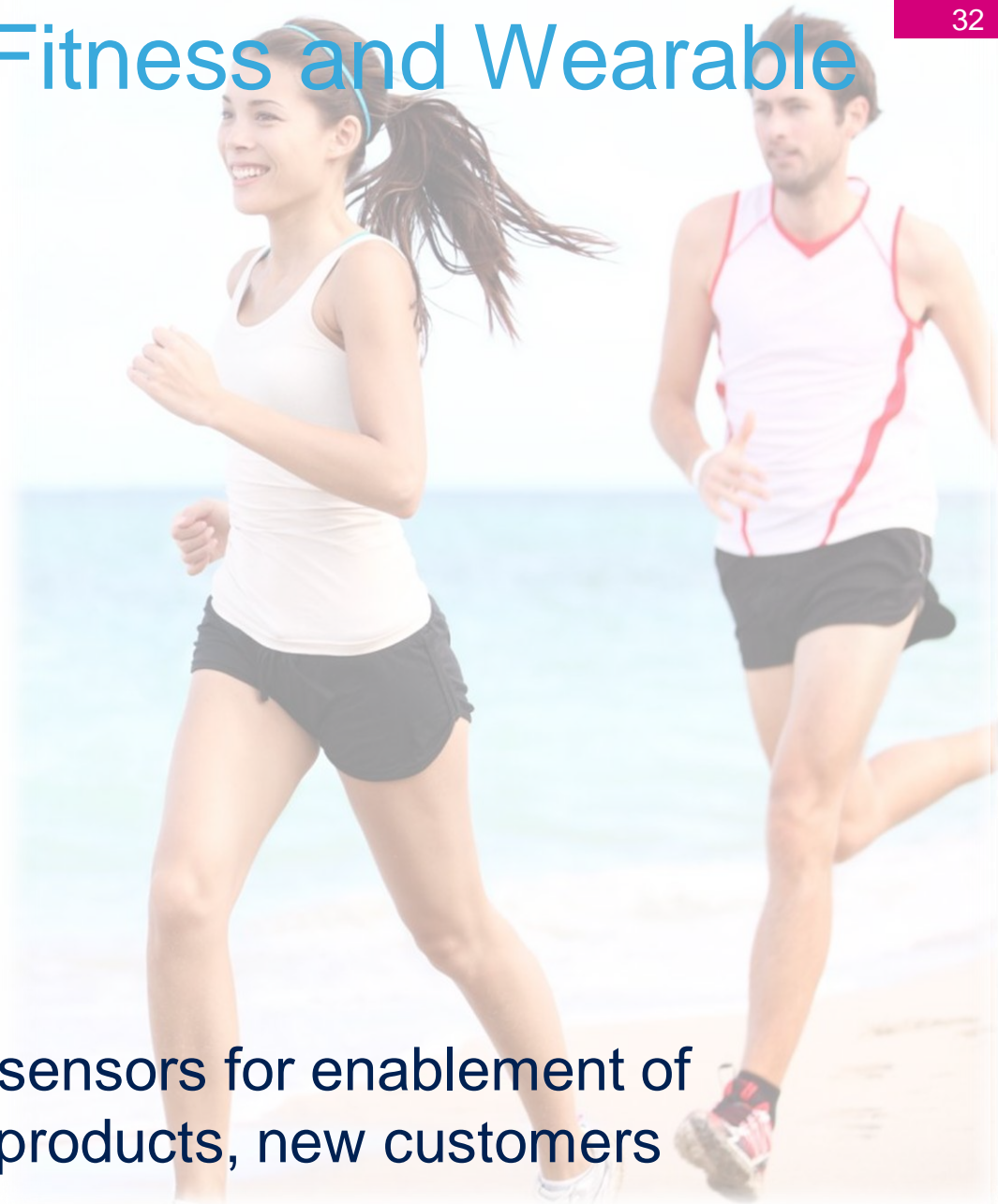
Security

Performance

Low Power

Wireless Sensors for Fitness and Wearable

32



... ST connects RF sensors for enablement of new services, new products, new customers

DEMO

Nike FuelBand



WHAT IT TRACKS

Through a sports-tested accelerometer, Nike+ FuelBand tracks your daily activity including running, walking, basketball, dancing and dozens of everyday activities. It tracks each step taken and calorie burned. It also tells the time of day.



MCU + Gyroscope + Battery Charger

- The Body Gateway recorder is a wearable, battery operated device intended for use as a part of a multi-parameter analysis system: it acquires, digitalizes, stores and periodically transmits via a Bluetooth radio link with a host device, connected to a medical service.
- Key features
 - Heart-rate detection
 - Physical activity estimation
 - Breathing rate measurement
 - Body position
- Applications
 - Chronic cardiac disease monitoring
 - Elderly-people home monitoring
 - Event monitoring
 - Single-lead halter



Growth
opportunities
expanding
everywhere



ST technologies
opening new
“silicon-intensive”
markets

ST's new vision and strategy

OUR VISION

Everywhere microelectronics make a positive contribution to people's lives, there is ST

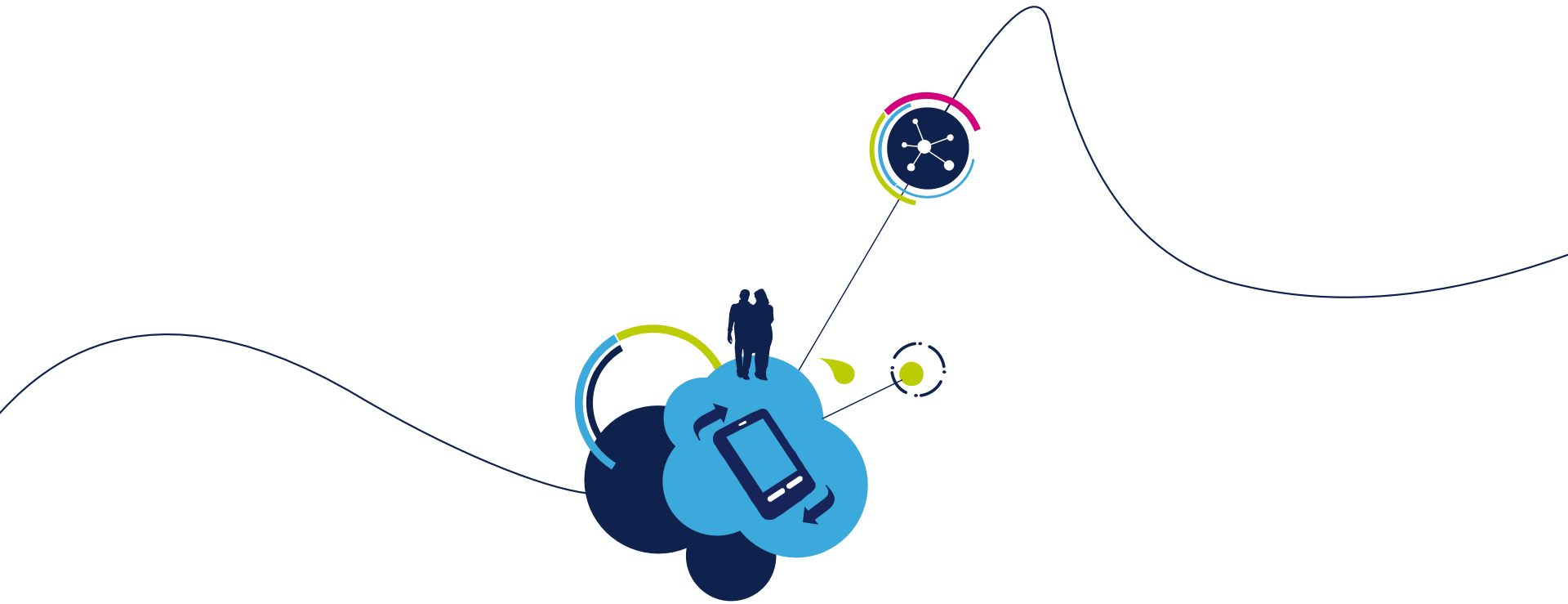
OUR STRATEGY

Leadership in Sense & Power, Automotive Products and Embedded Processing Solutions

OUR GROWTH DRIVERS

- Smart Power
- MEMS and Sensors
- Automotive
- Application Processors and Digital Consumer
- Microcontrollers





Q&A