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DEN Networks Selects STMicroelectronics to Broaden Market Access to HD Zappers and Grow Subscriber Base

ST's highly-integrated, secure, and optimized HD cable chipset allows DEN to deliver great user experience in entry-level set-top boxes

New Delhi, June 16, 2014 – STMicroelectronics (NYSE: STM), a global semiconductor leader serving customers across the spectrum of electronics applications and a top supplier of System-on-Chip (SoC) ICs for set-top boxes and home gateways, today announced that its [STiH273](#) (Palma) HD cable chipset has been selected by DEN Networks, a leading Indian Cable MSO (multi-system operator) with over 6 million subscribers. The ST technology inside DEN's newest HD zapper delivers an even better user experience and helps broaden market access to HD zappers and enable DEN to win more subscribers and grow its own revenues.

The [STiH273](#) (Palma) integrates a field-proven and widely deployed Digital Video Broadcast-Cable (DVB-C) demodulator that has been optimized to work with high-performance external Controller Area Networks (CANs) and silicon tuners to meet the stringent RF-performance requirements of the Indian Cable networks. The STiH273 (Palma) also delivers high-quality Faroudja® video, 3DTV support, connectivity, and advanced security schemes with all the latest Conditional Access System (CAS) support, including NSK2.

Manufactured in 40nm process technology, the chipset supports an enhanced processing engine with integrated on-chip features that simplify set-top box design, enable operators to take advantage of lower-cost memories, and minimize system power consumption.

“Our new high-definition digital set-top boxes leverage STMicroelectronics’ feature-packed and flexible System-on-Chip ICs, providing an ideal platform for us to deliver innovative value-added services to our customers,” said Mr. MG Azhar, COO, DEN Networks. “The STiH273 SoC is clearly the right choice for our latest generation of set-top boxes with the right power, versatility, and features to meet our market needs. We are confident that the chipset will help us in creating both enhanced customer satisfaction and sustaining our leadership edge in India.”

“As a leading Cable MSO in India, DEN Networks sets the trend for technology, modernization, and radical transformation, and ST is proud to contribute to DEN’s strategic intent,” said Vivek Sharma, Regional Vice President, Greater China and South Asia region, and Director, India Design Center, STMicroelectronics. “DEN Networks’ selection of ST’s technology underlines our core competencies and reiterates our commitment to this fast-growing market through localization and co-operation with our India partners.”

During 2014, India is expected to complete its TV digitization plan, as defined by the Telecom Regulatory Authority of India (TRAI). As a result, TV subscribers will purchase an additional 75 million set-top boxes (STBs) during 2014 alone, according to the predictions by the Government of India. ST’s comprehensive and complete solutions, designed for fast time-to-market, enable service providers to bring out the best and most affordable digital set-top box solutions to their subscribers.

About DEN Networks

DEN Networks Limited is India's leading cable-TV distribution company, reaching an estimated 13 million households in over 200 cities across India. The company has been one of the front-runners in the cable-TV digitization process and has over 6 million digital-cable subscribers.

DEN Digital - DEN’s digital cable services brand is one of the market leaders in India’s digital television space. DEN Digital offers a wide choice of channels and services spanning all major genres and languages along with cutting-edge value added services (VAS).

DEN aims to become the default destination for entertainment, information and interactivity for the Indian family.

About STMicroelectronics

ST is a global leader in the semiconductor market serving customers across the spectrum of sense and power and automotive products and embedded processing solutions. From energy management and savings to trust and data security, from healthcare and wellness to smart consumer devices, in the home, car and office, at work and at play, ST is found everywhere microelectronics make a positive and innovative contribution to people's life. By getting more from technology to get more from life, ST stands for life.augmented.

In 2013, the Company’s net revenues were \$8.08 billion. Further information on ST can be found at www.st.com.

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