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## **STMicroelectronics and iPanel Cooperate on Solutions for Next-Generation Digital Migration in China**

*Solutions ranging from Broadcast STB to Media Gateway to be shown at CCBN*

**Geneva, March 25, 2015** –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 [Palma \(STiH273\)](#) HD cable chipsets and its Cannes/Monaco family of UltraHD Devices ([STiH314/318](#) and [STiH414/418](#)) have been integrated and optimized with iPanel's complete set of middleware solutions.

The solutions, which will be shown during CCBN, will allow Chinese cable operators to broadcast the best-in-class high-quality HD and UltraHD content and deliver a wide range of innovative value-added services, including interactive TV shopping, education services, and banner advertisements.

"The ST chips present excellent performance with comprehensive functions, which provide a powerful safeguard to the ultimate users of home software," said Mr. Xu Jia Hong, Chief Executive Officer, iPanel.

"Working closely with iPanel has helped ST produce a wide and exciting range of solutions for the China cable market suitable to giving service providers the ability to deliver an enhanced viewing experience to millions of households," said Kelvin Wong, Greater China and South Asia Marketing Director, STMicroelectronics. "iPanel's contribution to ST's set-top-box and media gateway technologies underlines our strengths and commitment to support the growth of the China digital TV market through cooperative efforts with local key players."

China's broadcasting market reaches close to 400 million households and is entering in its next generation of broadcasting evolution with the deployment of advanced and multi-service solutions.

ST's comprehensive and complete portfolio, designed for fast time-to-market, enables service providers to bring out the best and most affordable digital set-top-box solutions to their subscribers.

For further information, please visit ST's [Connected-Client Processors](#) and [Server and Gateway Processors](#) pages or contact your local ST Sales Office. ST will be highlighting its Cannes/Monaco family in a private suite during China Content Broadcasting Network (CCBN) 2015, and will have other technologies and products on public display at the show (Hall 3, booth #3306).

### **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 2014, the Company's net revenues were \$7.40 billion. Further information on ST can be found at [www.st.com](http://www.st.com).

### **About iPanel**

Founded in 2000, with its headquarters in Shenzhen, iPanel TV Inc. is the technical service provider devoted to network value-added business and solution. iPanel solution has become the mainstream value-added business platform for TV operators. The iPanel solution has been widely applied at home and abroad by nearly 200 TV operators, including telecom IPTV operators (China Telecom, PCCW, HKBN, etc.), and broadcasting network operators (Beijing BGCTV, Chongqing Broadcasting Group, Hunan CATV Network, Hangzhou Wasu, Shaanxi BC&TV Network, etc.).

It is reported by Guideline Research, the third party authority, that the number of users of iPanel digital TV terminal software worldwide reaches over one hundred million; it accounts for 50% of market share for domestic cable digital TV and it has provided service to premium broadcasting network operators nationwide.

The management team of iPanel boasts rich experience and profound understanding in TV value-added business. iPanel is committed to developing technology and product with independent intellectual property rights, has nearly 130 patents and over 180 copyrights for software and product registrations.

**For Press Information Contact:**

STMicroelectronics  
Grace Deng  
Sr. Corporate External Communications Executive  
+86 10 5797 9928  
[grace.deng@st.com](mailto:grace.deng@st.com)

Jennifer Cheng  
Corporate External Communications Manager – Greater China  
+886 (2) 6603 - 2505  
[jennifer.cheng@st.com](mailto:jennifer.cheng@st.com)

iPanel  
Mr. Kai YU  
Director, Resource Development Dept.  
+86 135 3812 2455  
[yukai@ipanel.cn](mailto:yukai@ipanel.cn)