



CORPORATE FACT SHEET

TRIDENT Overview

- **Established:** 1987
- **Stock Symbol:** TRID
- **Annual Revenues:** \$560 Million (2010)
- **Sample Customers:** TPV, Cisco, Philips, Motorola, Toshiba, Technicolor, Vizio, Humax, Samsung, Comcast, Haier, Echostar, Skyworth, Coship
- **Employees:** Approx. 1,000
- **Headquarters:** Sunnyvale, CA
- **CEO:** Bami Bastani
- **Markets:** TV & Set-Top Box

ABOUT TRIDENT

Trident Microsystems is a leading force in the digital home entertainment market, delivering innovative semiconductor solutions for digital televisions and set-top boxes – at the heart of today’s digital home.

A pioneer in the consumer electronics and television markets for the past 20 years, Trident understands the rapidly-evolving consumer space, has a deep understanding of what consumer want, and can uniquely deliver an exceptional multimedia experience through its innovative and cost-effective discrete semiconductors, system-on-chips (SoCs) and software solutions.

Trident’s vision is to be the leader in innovative platform solutions for the Connected Home. The company’s current and future products are driving the evolution of the Connected Home, which will enable consumers to access TV shows, movies, music, games, photos, videos, and extensive internet content anywhere, anytime, and on any device.

DIVISION

PRODUCTS AND INNOVATIONS

Television

Innovation: Enhanced Super Resolution and MEMC bring the highest level of picture quality to digital televisions

Products: DRX Family, FRC Family, MAP/MSP Family, UAC Family, HiDTV Family

Set-Top Box

Innovation: Industry’s first 45nm fully-integrated broadcast STB SoC platform brings unrivalled performance to low-cost mainstream HD DVRs and STBs

Products: TSC100 SoC Family, PNx847x/8x9x 45nm HD MPEG SoC Family, TDA10055 DVB-T2 Demodulator, CX24486 Cable UDTA MPEG SoC

MANUFACTURING STRATEGY

Trident has adopted a “fabless” manufacturing strategy whereby it outsources fabrication of wafers, assembly and testing services to qualified contractors who meet Trident’s product-specific criteria on cost, technology, capacity and overall service criteria.

OFFICE LOCATIONS

EMEA

France – *Suresnes*
 Germany – *Freiburg*
 The Netherlands – *Eindhoven, Nijmegen*
 Northern Ireland – *Belfast*

NORTH AMERICA

California – *Sunnyvale*
 Texas – *Austin*

ASIA

China – *Beijing, Hong Kong, Shanghai, Shenzhen*
 India – *Bangalore and Hyderabad*
 Japan – *Tokyo*
 Korea – *Seoul*
 Taiwan – *Kaohsiung and Taipei*



TRIDENT'S MILESTONES

1987	Formation of Company
1991	NASDAQ IPO
1995	Established Trident Far East Ltd.; Invested \$50M in UMC JV (UICC)
2000	Established Digital Media BU to address DTV market
2002	Sold Graphics BU to XGI (UMC Co.); sold first DTV product
2007	Became #1 in DTV; 40M SVP units sold in 2006/2007
2008	Acquired Tiside Beijing software company
2009	Acquired FRC, Demod, and Audio PLs from Micronas
2010	Acquired NXP's Home BU television and STB product lines (Feb. 2010)

Trident Product Strengths

Television	Set-top Box	PC TV
<ul style="list-style-type: none"> ◆ Bringing 3D to the mainstream market ◆ First with DTV one-chip based on 45nm process technology ◆ Leading in PQ and first product with integrated 240Hz SoC ◆ First to market with CI+, H.264 HD video decoding, Connected TV, and DVB-C ◆ Integrated advanced Analog CRT and video decoders ◆ Strong patent portfolio, including fundamental motion estimation/motion compensation (MEMC) properties ◆ Only single chip solution for 2D-3D conversion 	<ul style="list-style-type: none"> ◆ Top 3 player in STB ◆ First to market with 45nm SoC integrating broadcast receivers ◆ Leading ARM-based STB SoCs for Pay-TV ◆ SoCs incorporate advanced low power technologies ◆ Advanced features for mainstream STB, including: 3D, GPU, 3DTV, Internet TV content/UI, etc. 	<ul style="list-style-type: none"> ◆ Leader in PC TV ◆ One in every two PC TVs use Trident's SoC, tuner can, and silicon tuner chipsets ◆ Deep relationships with leading PC OEMs and supply chain partners