



TRIDENT Overview

- **Established:** 1987
- **Stock Symbol:** TRID
- **Annual Revenues:**  
~\$500 Million combined 2009\*
- **Sample Customers:** Cisco, DirectTV, LG, Logitech, Motorola, Pace, Panasonic, Philips, Samsung, Skyworth, Sharp, Sony, Thomson, Toshiba, Vestel
- **Employees:** Approx. 1,700
- **Headquarters:**  
Santa Clara, CA
- **CEO:** Sylvia Summers
- **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 and has taken bold moves to deepen its technology portfolio and expand its addressable market. In February of 2010, Trident completed its acquisition of NXP Semiconductor’s television and set-top box lines, creating a leader in the digital home entertainment market with industry-leading positions in each of the digital television and set-top box markets.

**Products:** Trident delivers complete end-to-end semiconductor solutions for the low-end, mid-range and high-end of the digital home entertainment market. The company’s cost-competitive solutions for DTV, PCTV and set-box applications are widely used in the industry by top-tier OEMs around the globe.

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 set-top boxes.

**Products:** 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, Munich*
- Israel – *Haifa*
- The Netherlands – *Eindhoven, Nijmegen*
- Northern Ireland – *Belfast*
- England – *Southampton*

ASIA

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

**NORTH AMERICA** *Austin, Chicago, Santa Clara, San Diego*

\* If revenue from the newly acquired business lines had been included, Trident estimates that it would have achieved revenue of approximately \$500 million in calendar 2009, with approximately 60% attributable to television and 40% to set-top box sales.



**TRIDENT'S MILESTONES**

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

**The New Trident Following the NXP Set-top Box and TV Product Line Acquisition**

**Television**

- ◆ Half of all TVs worldwide contain Trident chips
- ◆ First with DTV one-chip based on 45nm process technology
- ◆ World's most advanced DTV solution with highest level of integration for lowest system cost
- ◆ Leading in PQ and first to market with new requirements like CI+, H.264 HD video decoding, Connected TV, and DVB-C
- ◆ #1 in Analog CRT and video decoders

**Set-top Box**

- ◆ Top 3 player in digital video systems (including STB) with the scale to establish a strong leadership position
- ◆ Launching highly-integrated 45nm one chip solutions in Apollo/Shiner

**PC TV**

- ◆ Leader in PC TV
- ◆ One in every two PC TVs use our SoC and front end
- ◆ Deep relationships with leading PC OEMs and supply chain partners