



# **Sil9387 Port Processor & Sil9334 Transmitter Incorporating Latest HDMI Features**

**Embargo: 5:00am PST Apr. 28, 2009\***

**\*unless notified otherwise; information is also subject to change**

**Waheed Rasheed**

Director of Marketing, Silicon Image, Inc.

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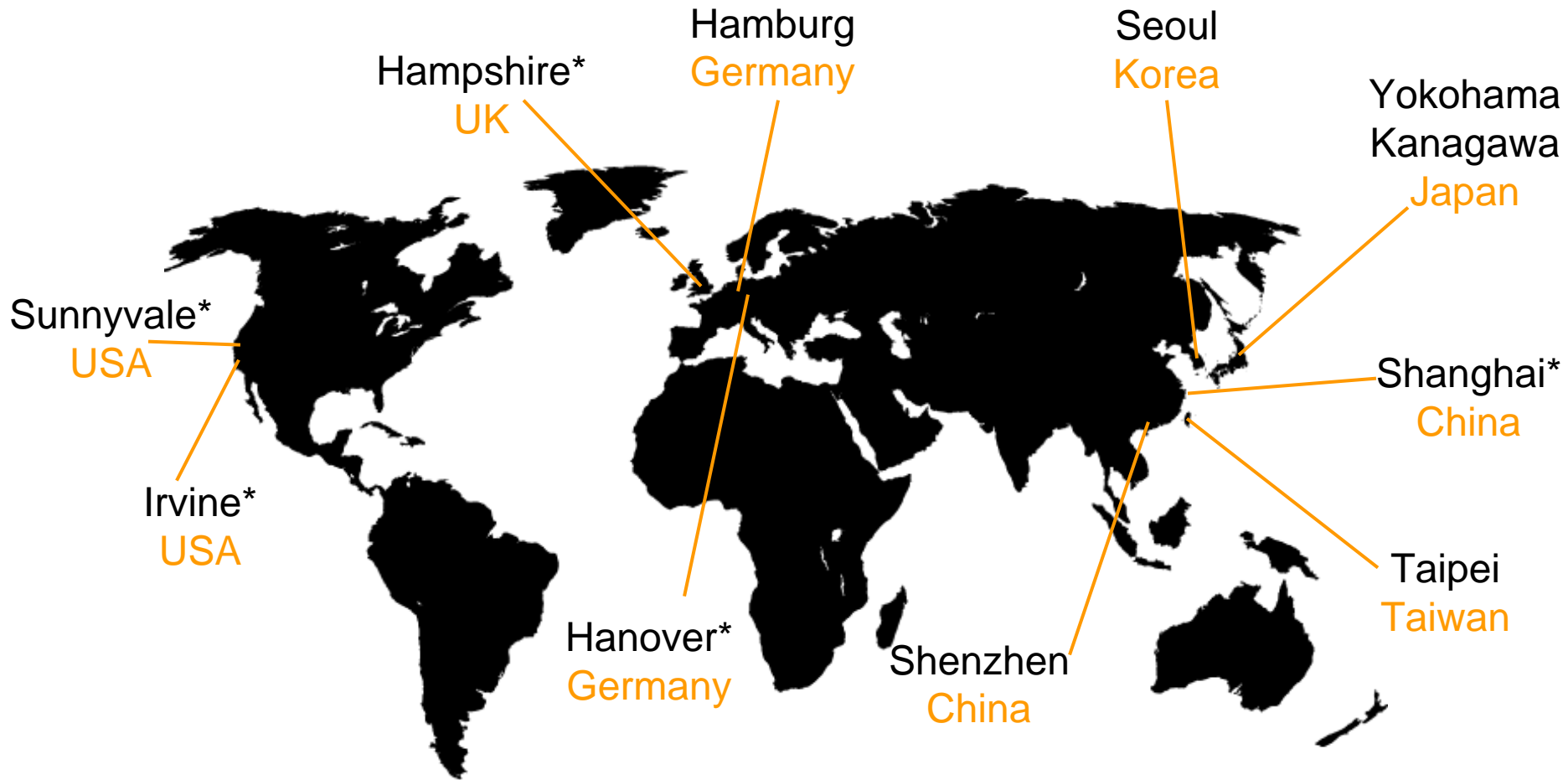
# About Silicon Image, Inc.

*A global leader in semiconductors & intellectual property*

<b>Founded:</b>	1995
<b>NASDAQ:</b>	SIMG
<b>Employees:</b>	600+
<b>Patents:</b>	220 (250 pending)*
<b>Revenue:</b>	\$274M (2008)
<b>Headquarters:</b>	Sunnyvale, CA, USA

\* as of 3/2009

# Global Locations



\* R&D Facilities

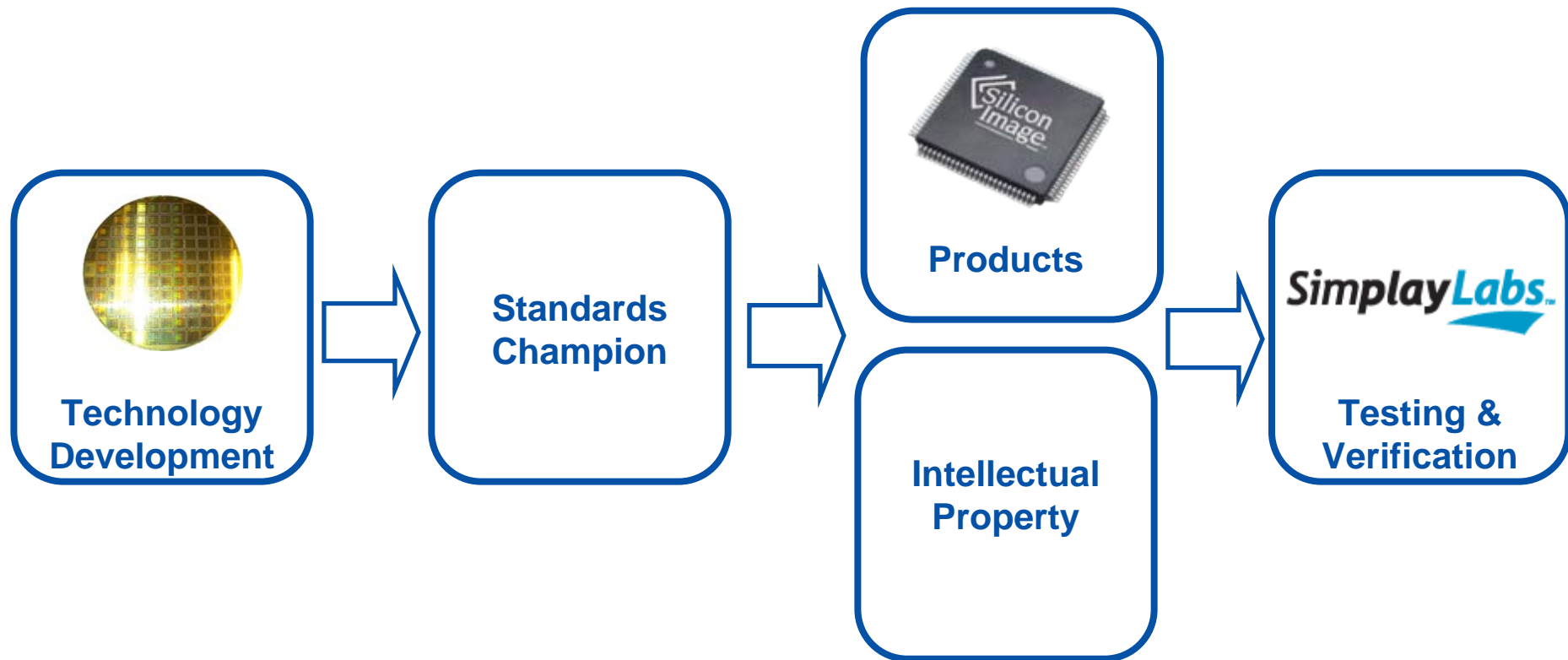


# Mission

**Develop** and **standardize** technologies that  
**deliver digital content** anytime, anywhere  
and on any device



# Business Model



# Core Businesses

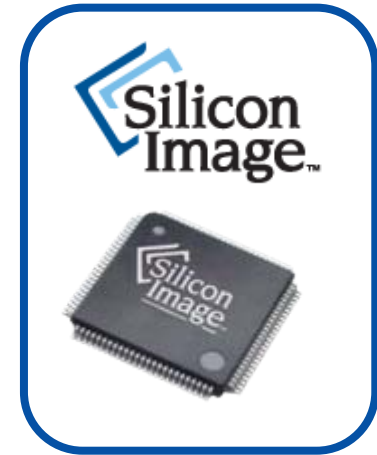


## HDMI Licensing, LLC

- Technology inventor
- Founding member with 7C's
- Over 800 adopters

## Simplex Labs, LLC

- Testing Services
- Development Tools
- Design Consultation



## Silicon Image, Inc.

**Driving the architecture and semiconductor implementations for secure distribution, presentation and storage of HD content**

- Technology and volume leader in every HDMI segment. #1 discrete HDMI silicon vendor in the world.
- #5 IP license vendor by revenue in the world.



# The News

Introducing two new products incorporating the latest HDMI 1.4 features for DTV and Home Theatre applications:

- **Sil9387** Port Processor (Also supports InstaPort™ and MHL™)
- **Sil9334** Transmitter (Also supports 48 bit Deep Color)

HDMI 1.4 features supported:

- HDMI Ethernet Channel
  - Enables new applications by integrating Ethernet functions into the HDMI cable
- Audio Return Channel
  - Simplifies connectivity in the home theatre
- Content Type Bits

HDMI 1.4 HEC feature enables new applications such as LiquidHD™ to create a new personal entertainment experience





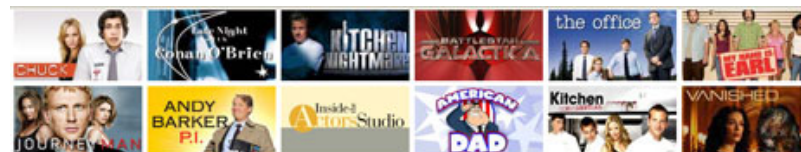
# Evolution of Consumer Electronics

# Trends | Evolution of Content

Standard definition → high-definition → 3D & 4Kx2K

DVD to Blu-ray Disc™

Content on Disc to the cloud



hulu™

Sign up for the Hulu private beta:

Enter your email address

Email addresses will only be used for the private beta.

Sign in to access the Hulu private beta:

Username or Email:

Password:



# Trends | Evolution of Devices

Simple to complex

Single to multifunction

Dumb to smart/intelligent

Stand alone to **connected**



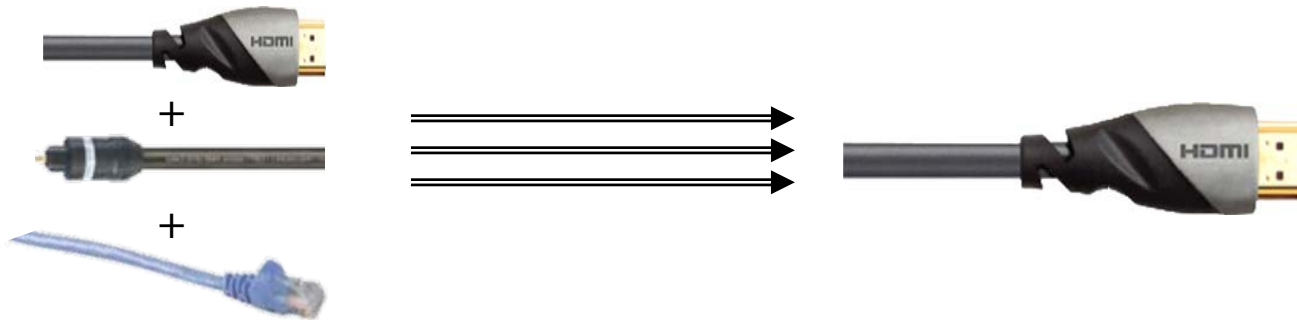


# Trends | Evolution of the Consumer

- Consumer expects more...
- Higher quality experience
- Convenience
- Lots of content choices
- More value for their money
- Content any time, any place



# HDMI 1.4 Features Enable Evolution

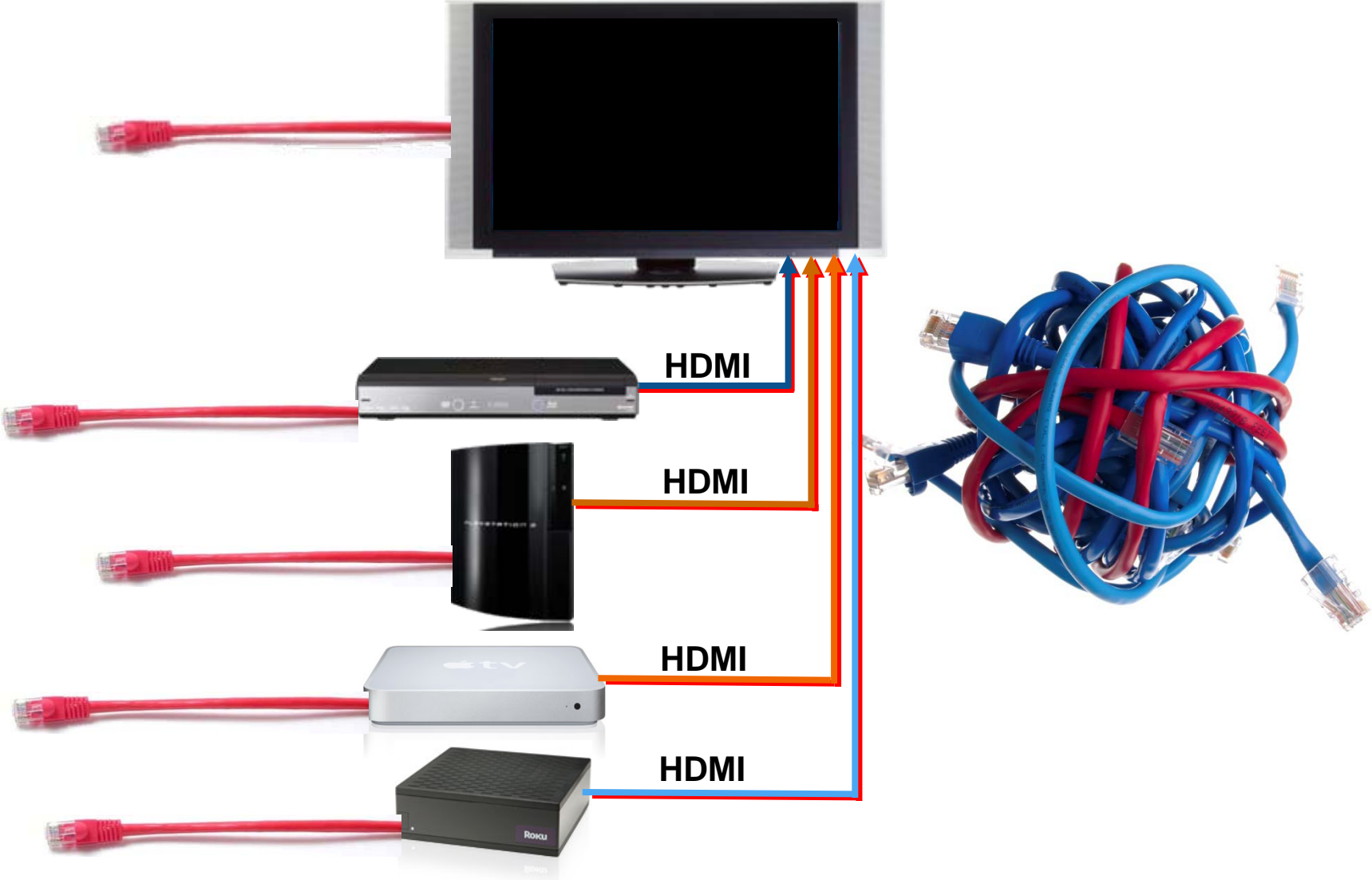


## Silicon Image

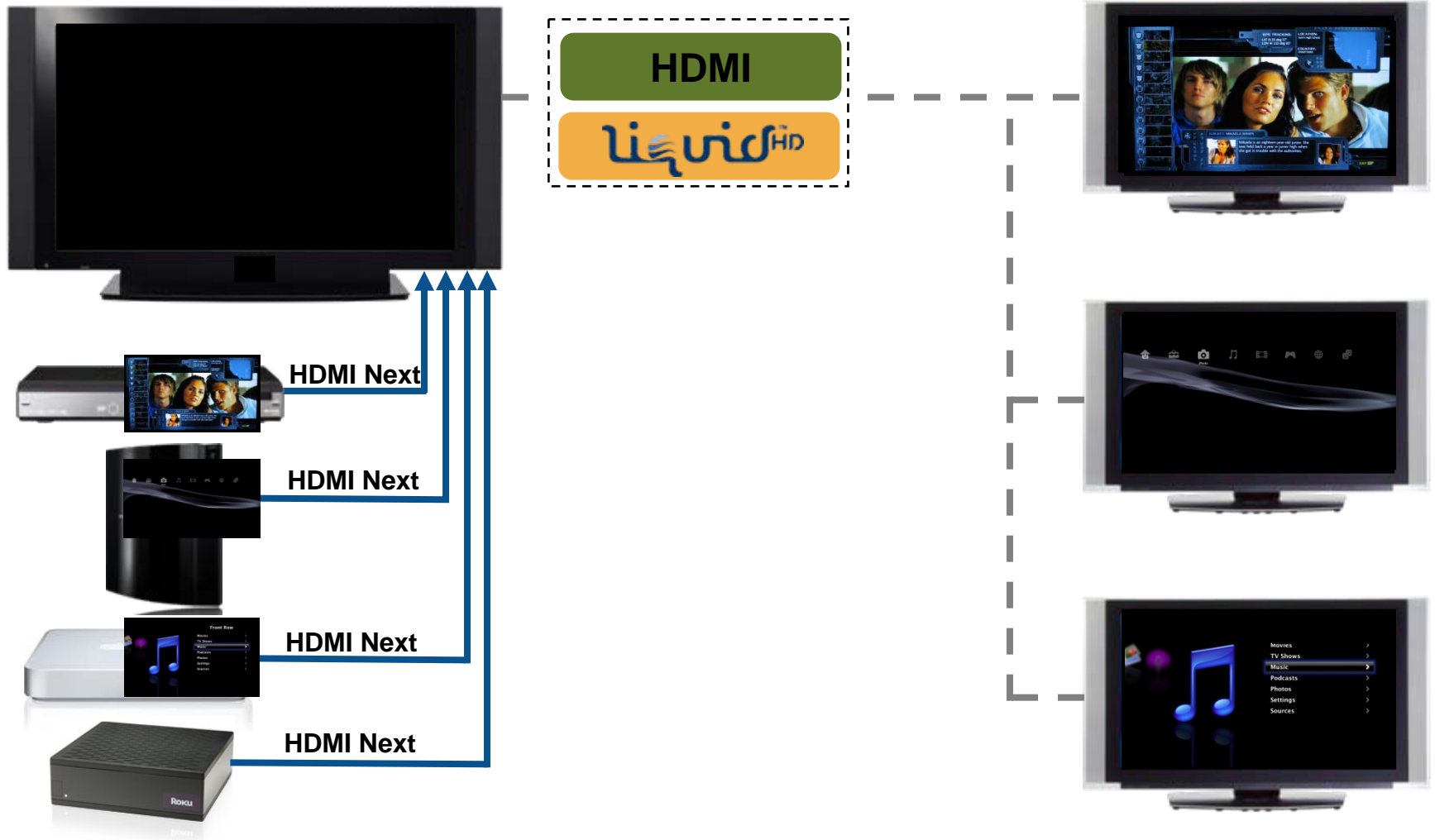
Products and Technologies Will Transform  
Consumer Electronics And The Personal  
Entertainment Experience



# Simplicity



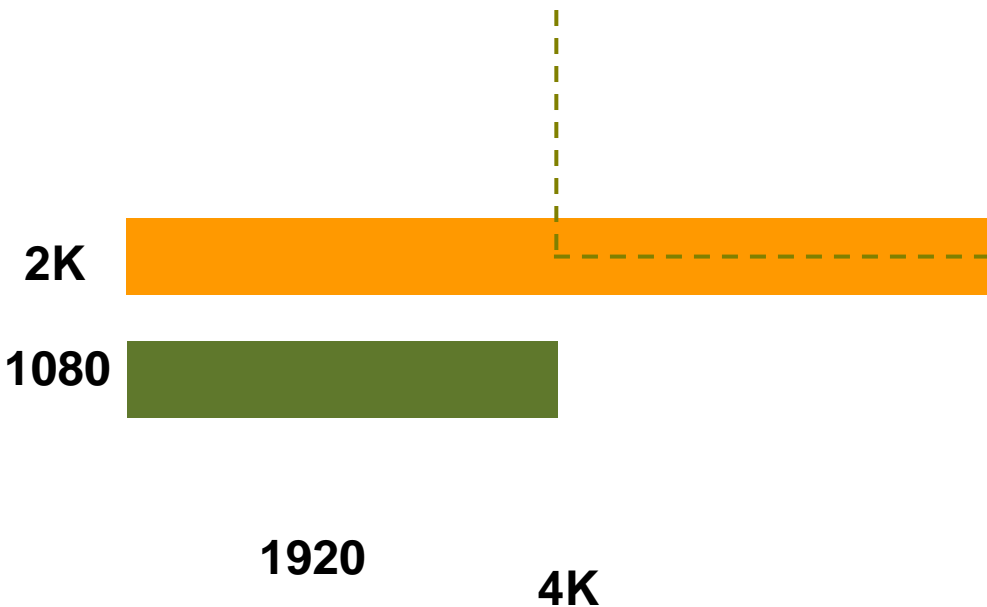
# HDMI Capabilities Beyond the Living Room



# Higher Bandwidth for 4Kx2K and 3D



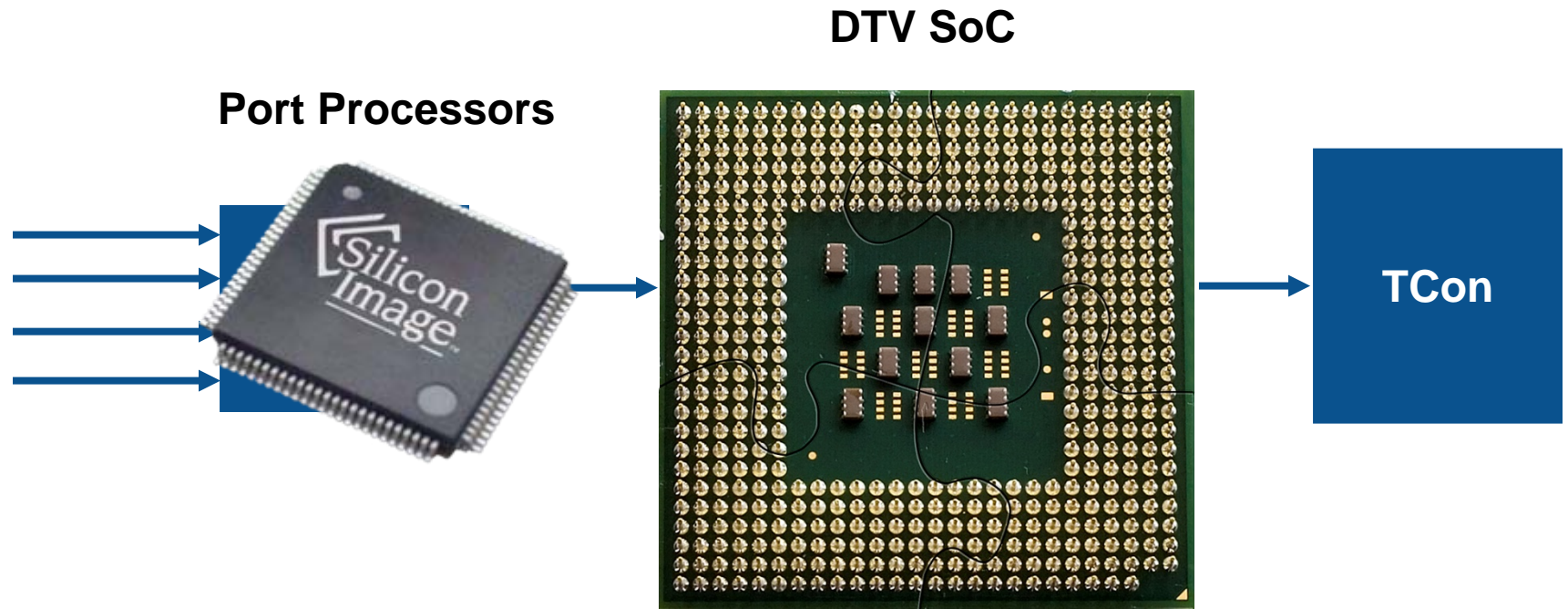
## TMDS beyond 225MHz





Silicon Image  
HDMI Port Processors and Transmitters  
Vehicles That Deliver Innovation

# Innovations Outside SoC



Innovation when the market needs it

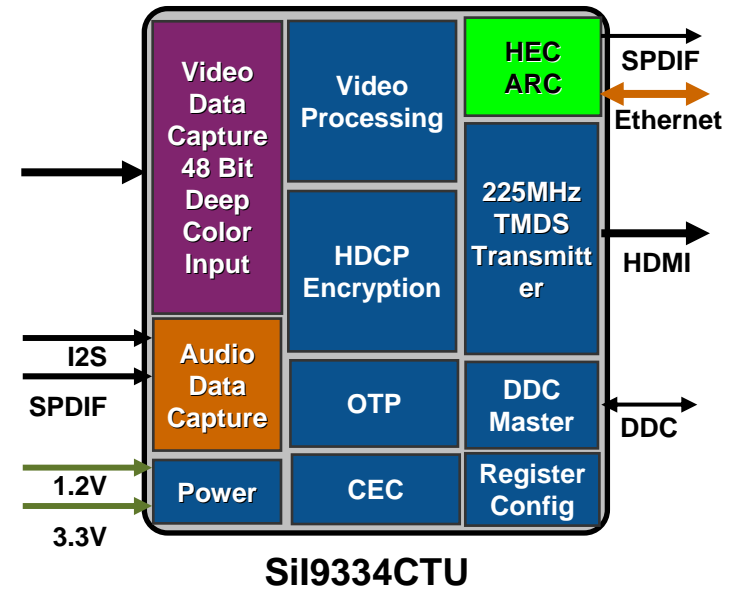
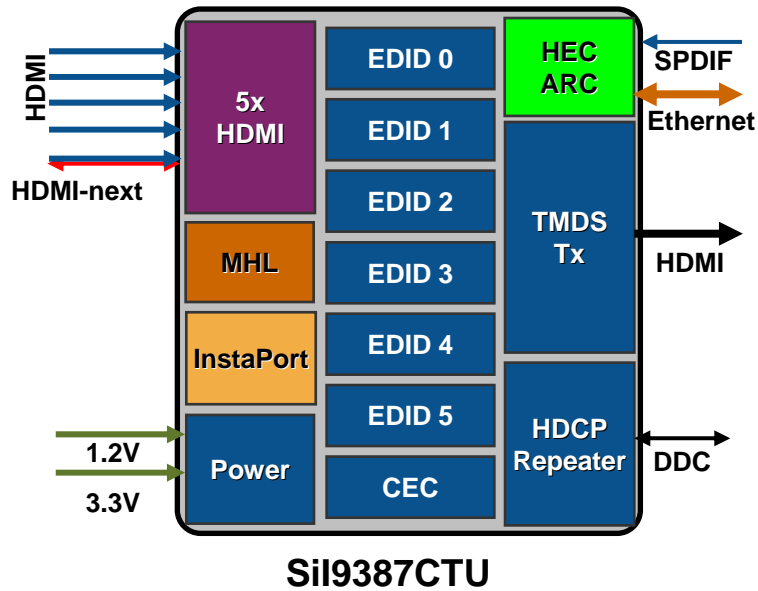
- 1<sup>st</sup> to market with innovations like HDMI Ethernet Channel and Audio Return Channel

System architecture change not required

- Port Processors use HDMI interface

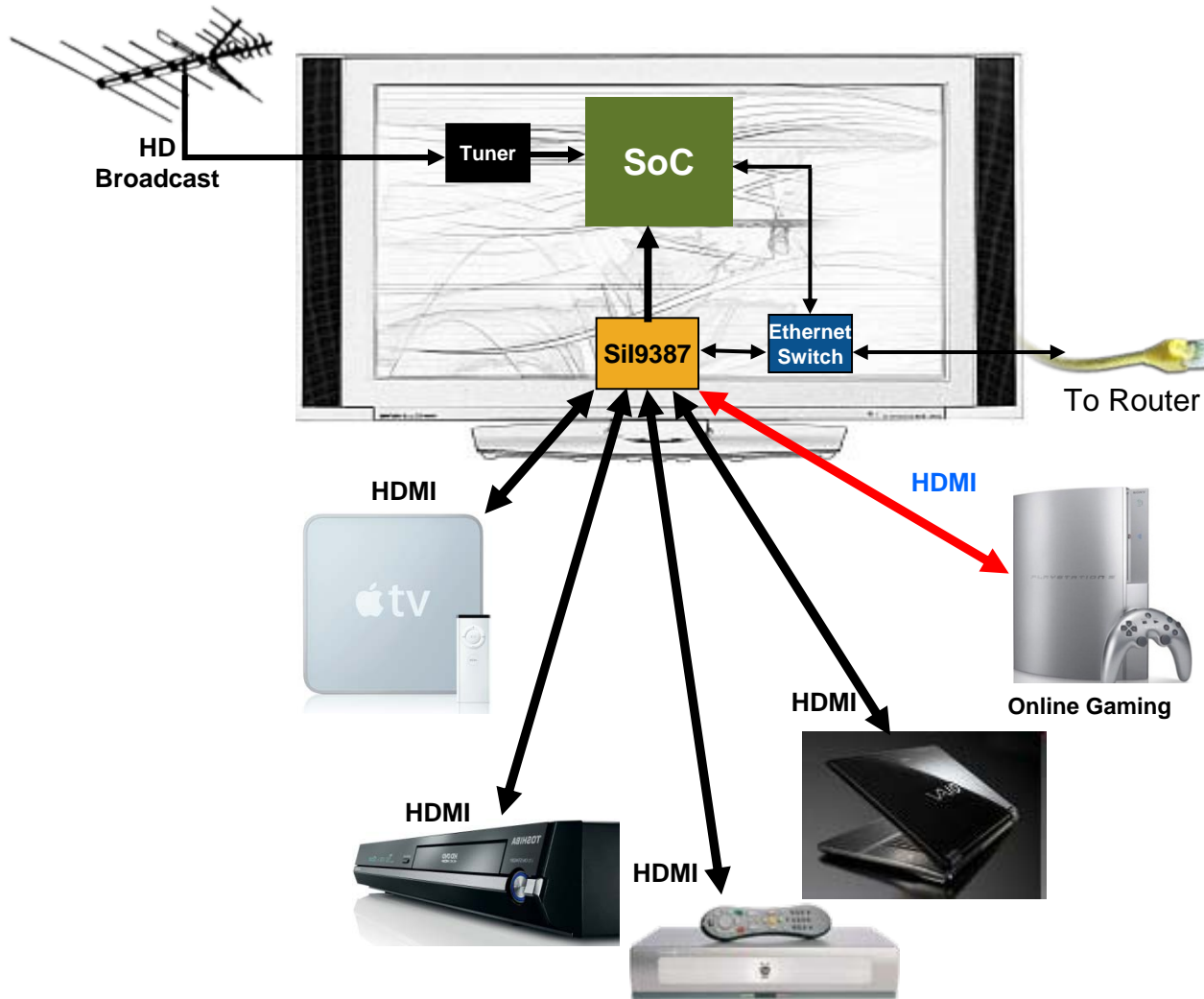
High end consumer value

# Sil9387 Port Processor & Sil9334 Transmitter

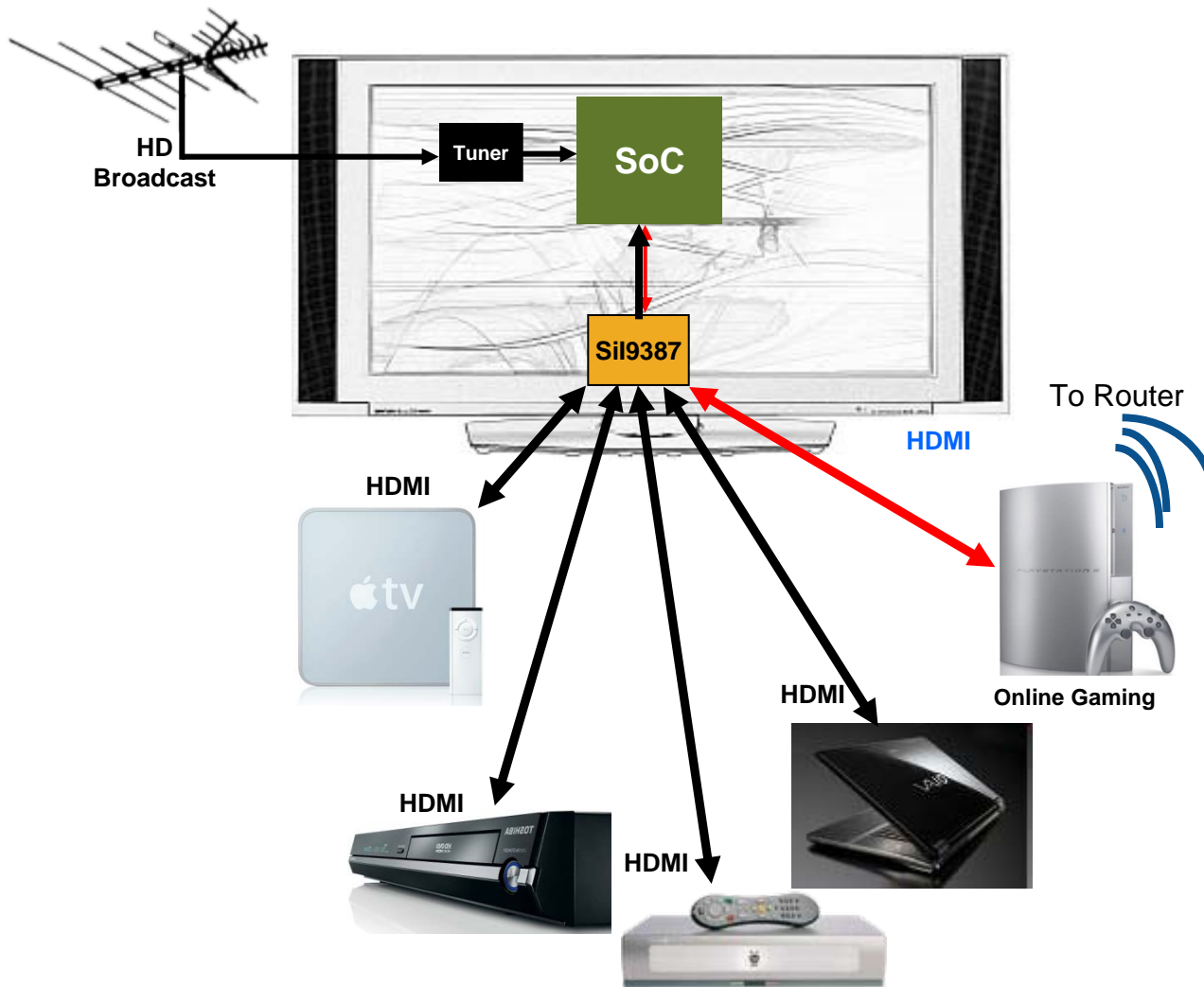


How Will Consumers Use These Features?

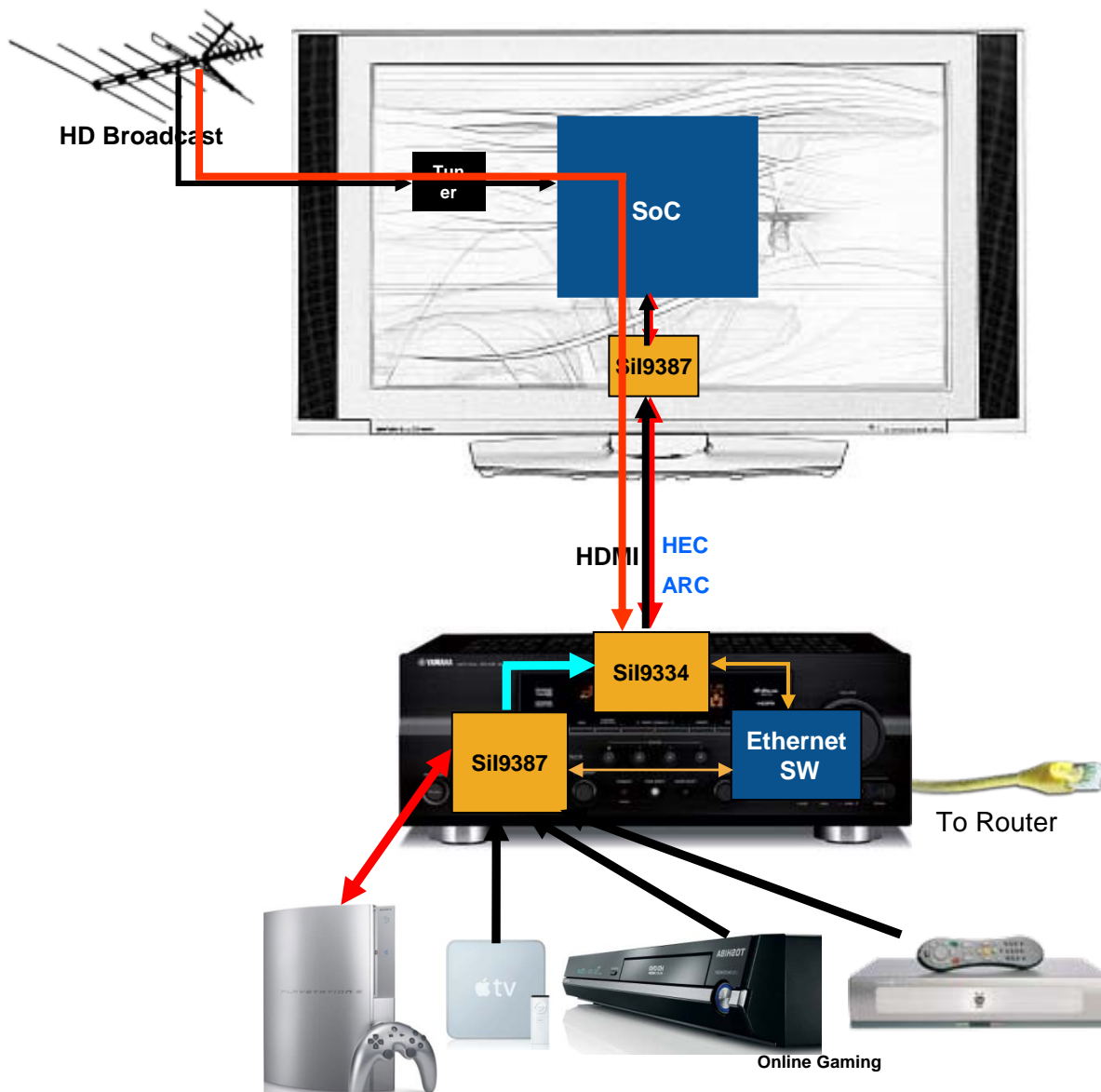
# Sil9387 : Simplified Connectivity



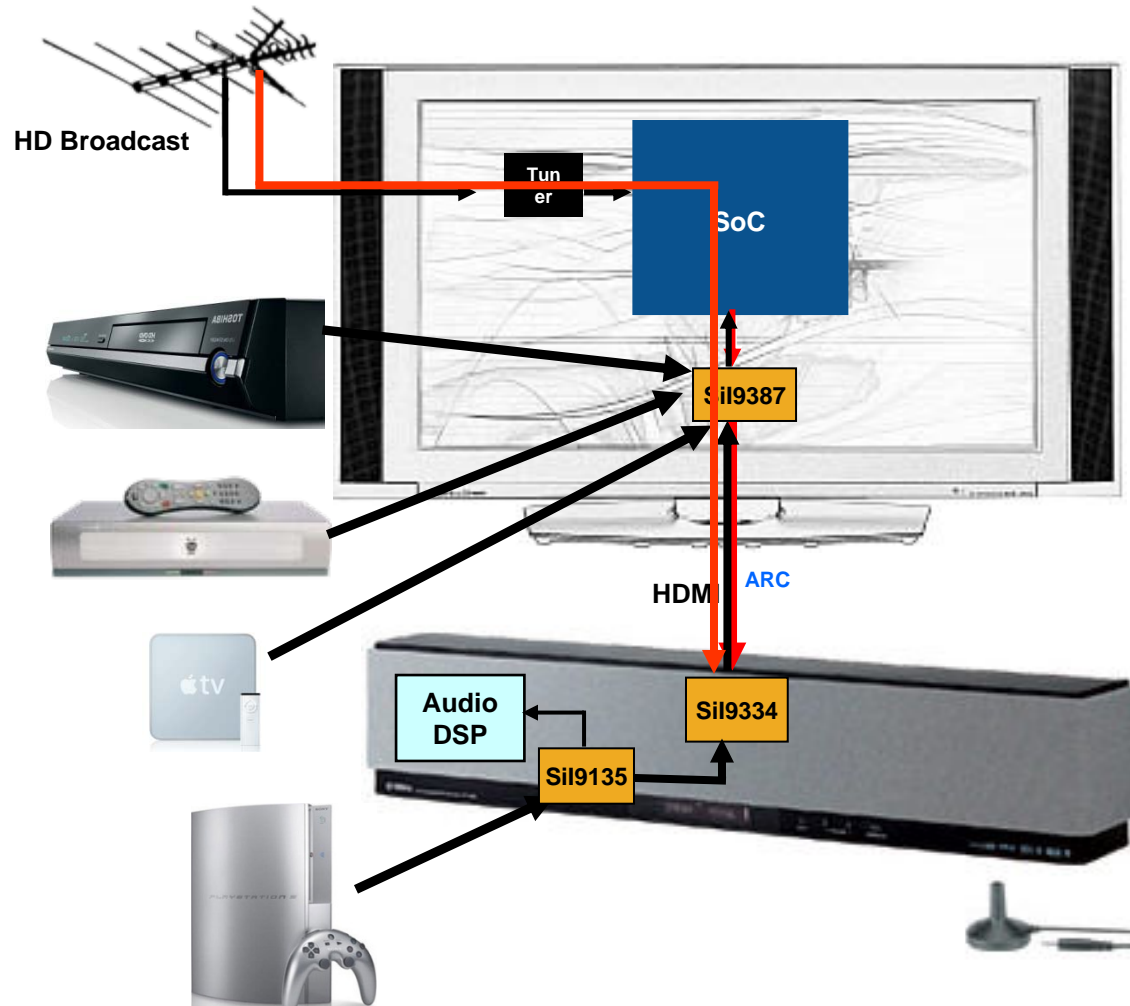
# Sil9387 : Simplified Connectivity



# Sil9387 & Sil9334 : Simplified Connectivity



# Sil9387 : Audio Return Channel





# Sil9387 Port Processors

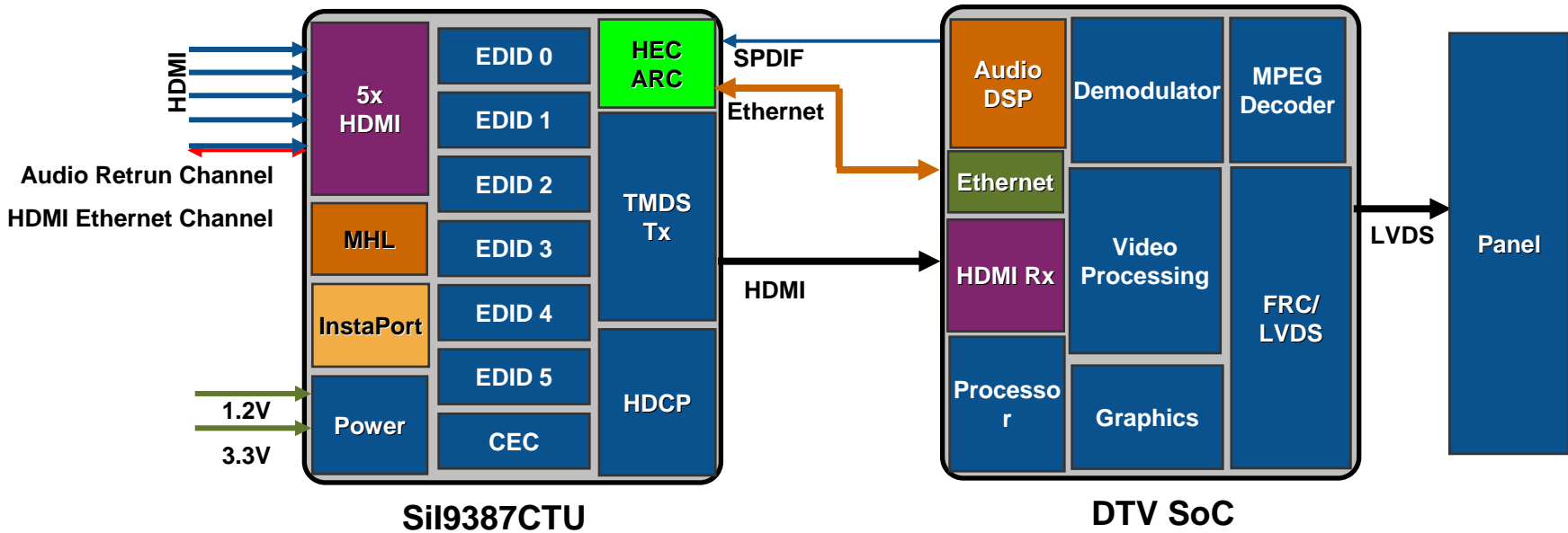
Innovations outside the HDMI Standard

# InstaPort™ Switching Technology

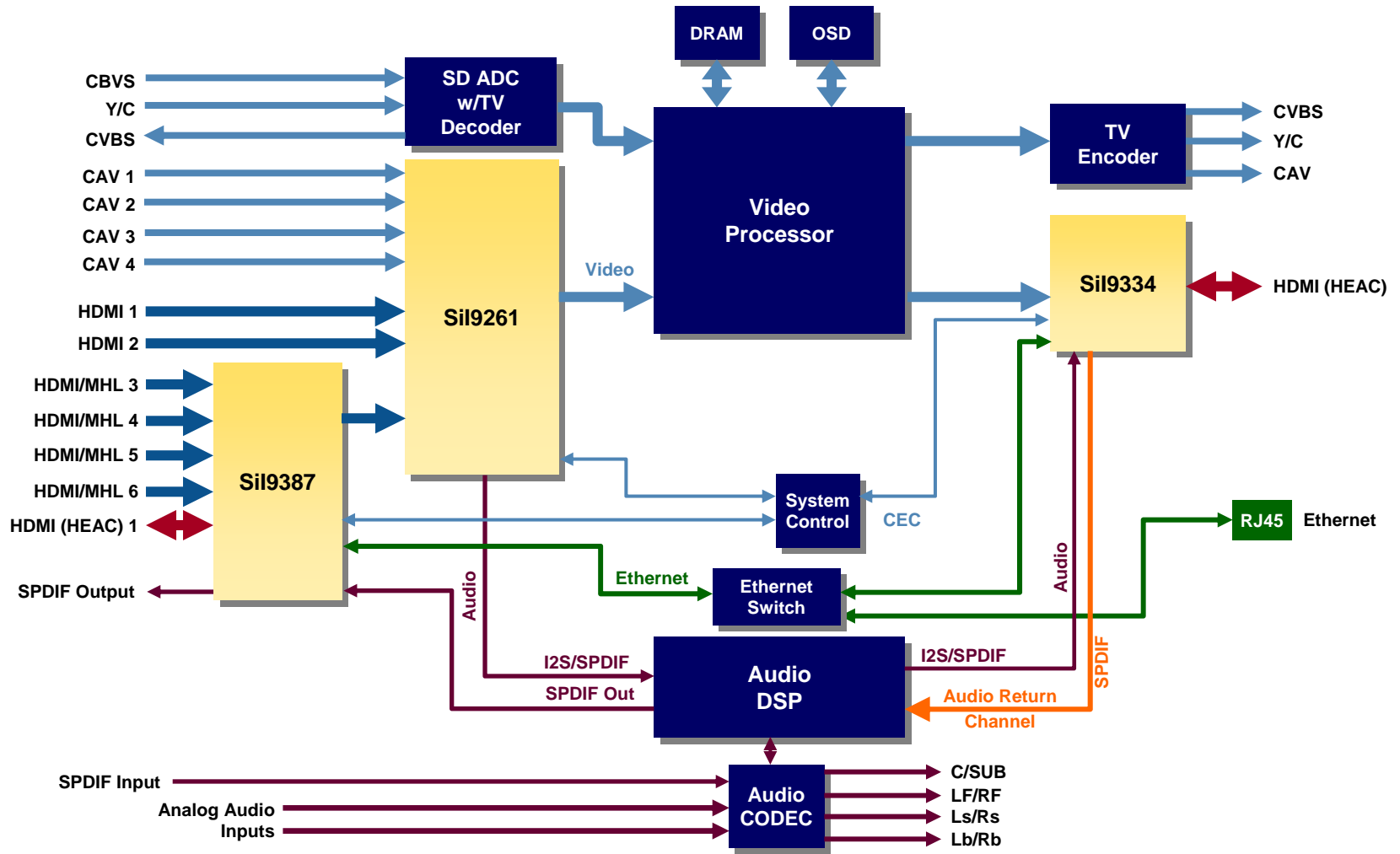
Fast port switching between devices



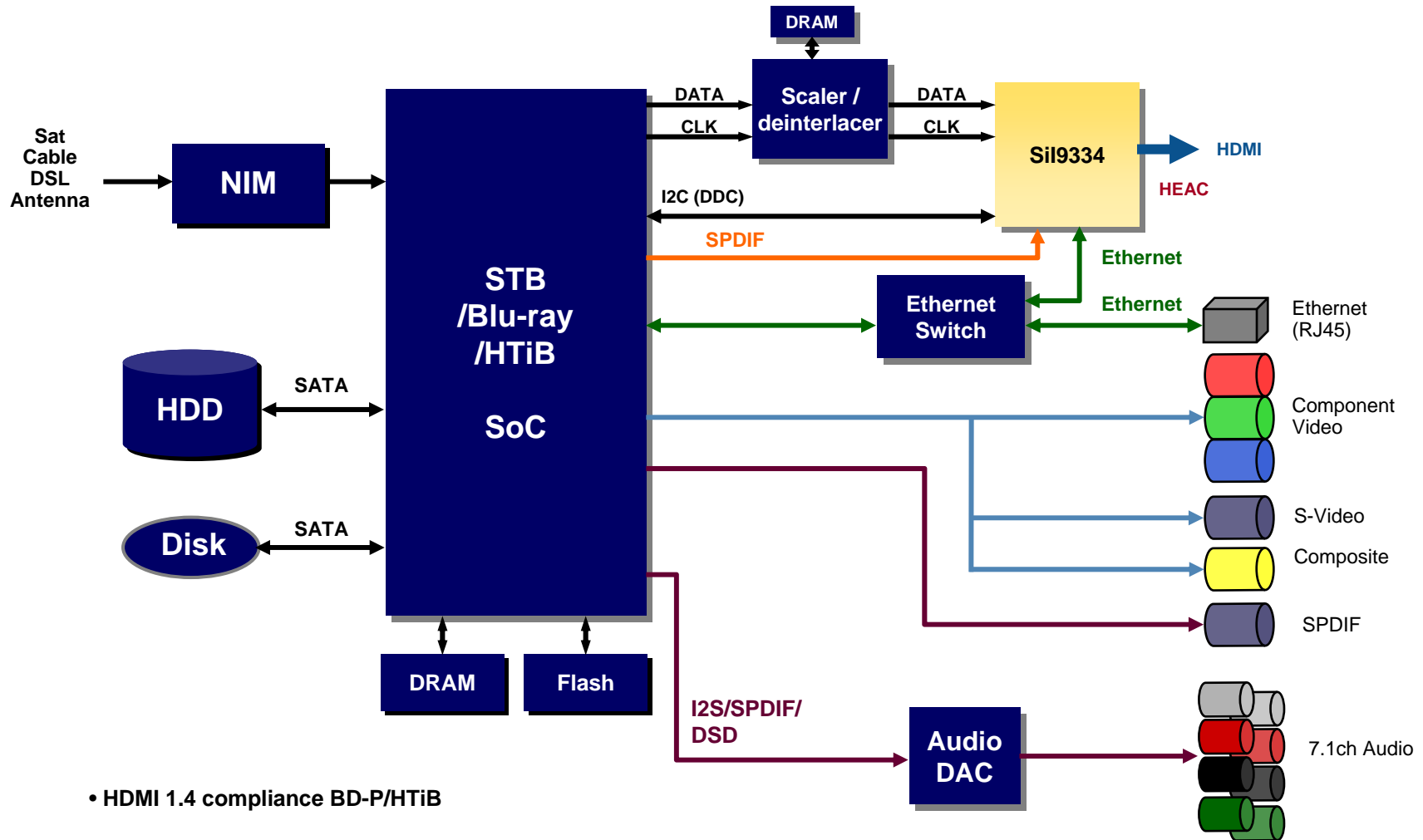
# Sil9387 in DTV



# Sil9387 and Sil9334 in AVR



# Sil9334 in Blu-Ray Disc Players



# Summary

HDMI 1.4 enables new consumer entertainment experience

Silicon Image Technology Innovations like LiquidHD over HDMI Ethernet Channel extend entertainment beyond living room

## Sil9387 Port Processor and Sil9334 Transmitter

- First devices with HDMI 1.4 features Ethernet, Audio Return and Real Time Content
- Quick implementation of HDMI1.4
- Provide new functionality and simplicity

# Questions and Answers

Thank you!