



**SET-TOP BOX MARKET IN CHINA &
THE STATUTS OF ENERGY EFFICIENCY STBS**

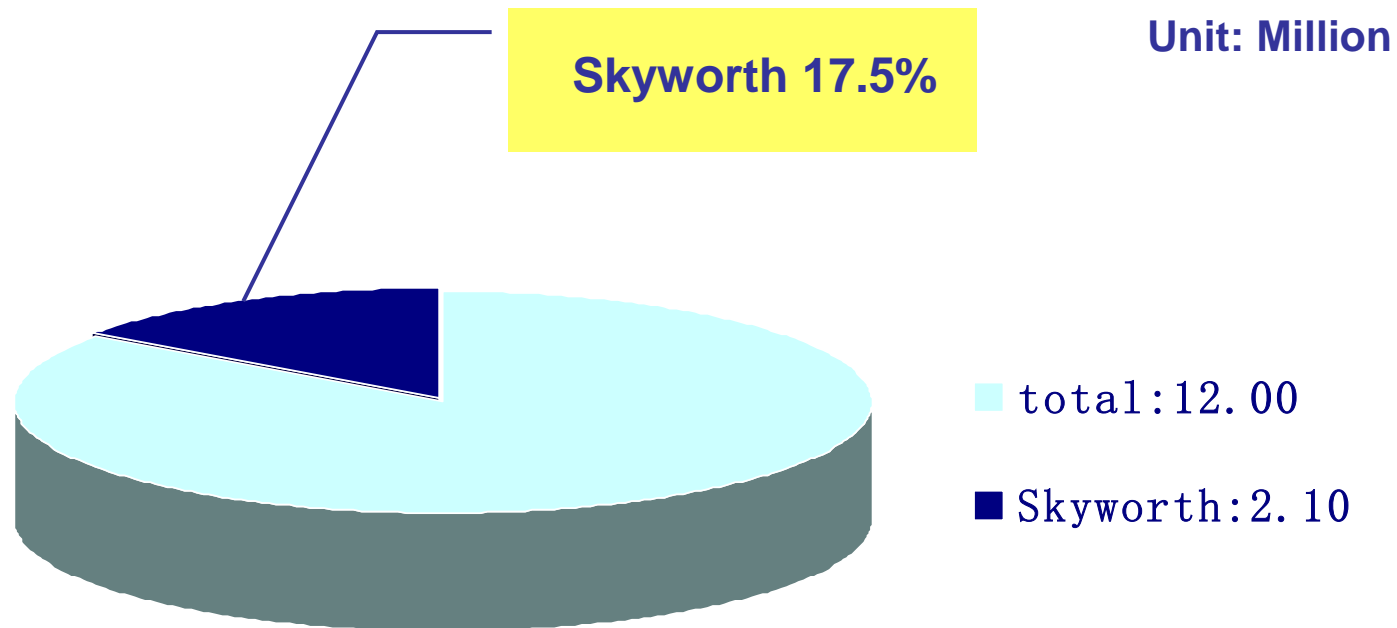
Morris Chiao , Skyworth Digital Tech. CO., LTD

CHINA MARKET

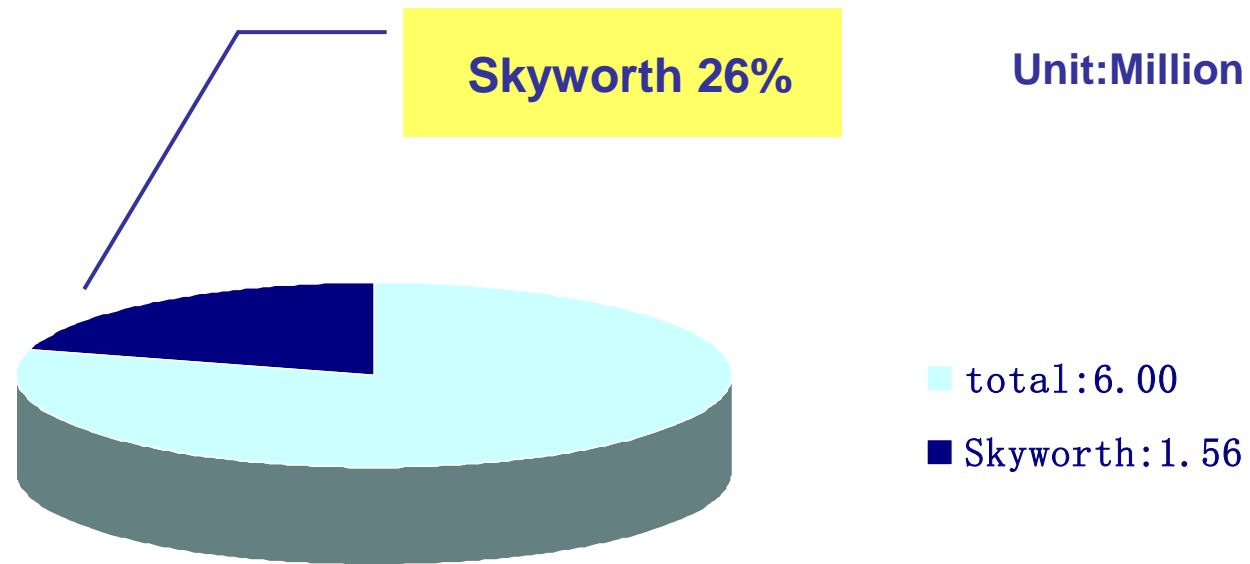
- ◆ Total 12Million DTV user in China, by end of 2006
- ◆ 2006-2010,total DTV user in China will reach 35Million
- ◆ Total 7Million DVB-C STBs sold out in China,
341Million US\$, in 2006
- ◆ Skyworth offered products to more than 70 cable TV
service providers in passed 4 years
- ◆ Skyworth is TOP 2 suppliers for DVB-C STB in China
- ◆ Skyworth sold more than 1.56Million DVB-C STBs -
73Million US\$, in 2006

TOTAL DTV USER IN CHINA

by end of 2006/12/31



DVB-C STBs SOLD OUT IN 2006



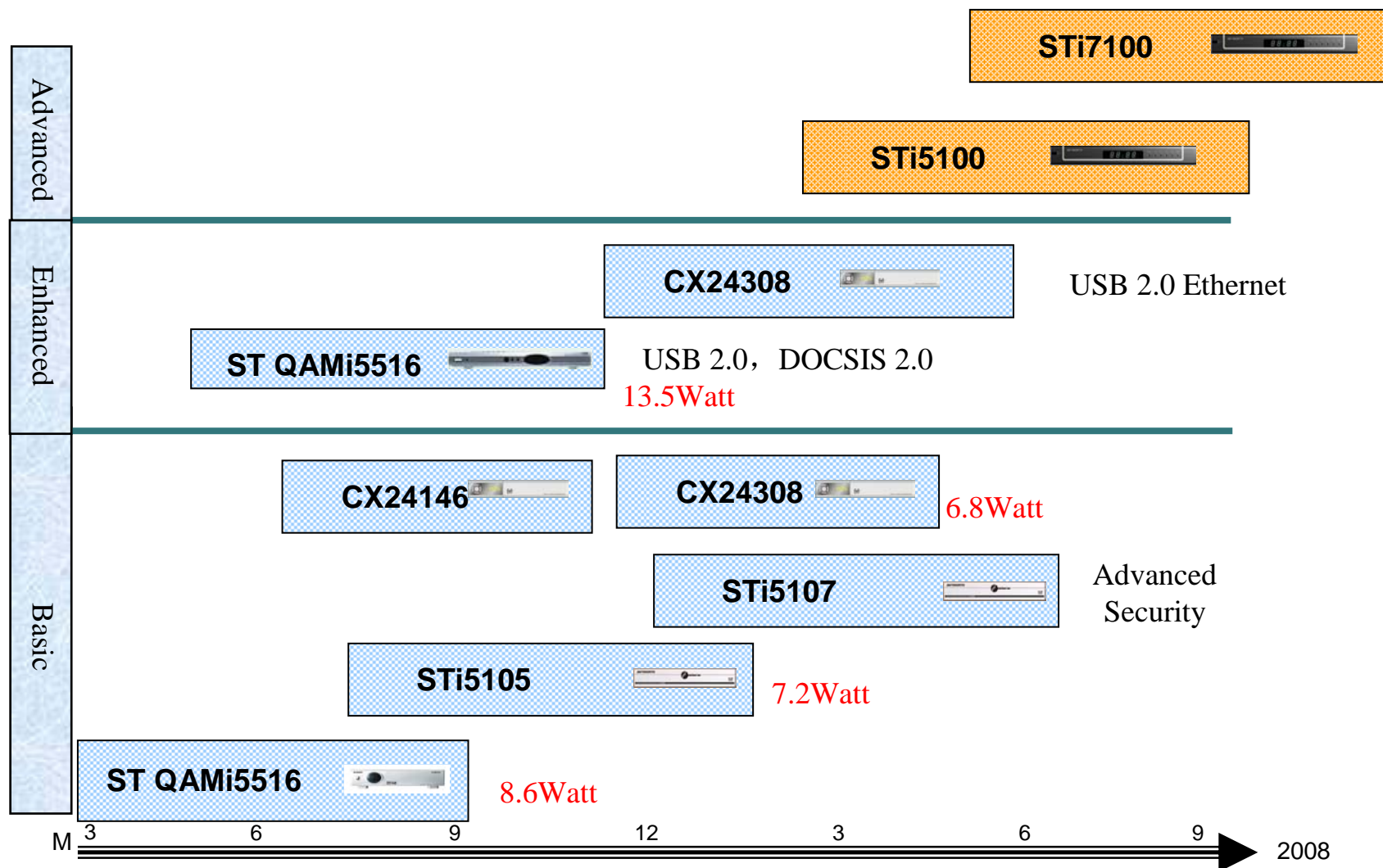
DVB-C Product



Mass Production



Under development



ENERGY EFFICIENCY OF PRODUCTS NOW

- **High efficiency AC/DC power design**
Using high efficiency AC/DC converter and low power components (CPU, TUNER and demodulators) to limit the “On” and “Active standby” power lower than 8 watt. (actually 6.8~7.2 watt)
- **Power Switch on front panel**
Hard switch on the front panel so that users can easily switch off power supply to STB. Most people in China switch off TV set and STB when not in use.

Passive Standby Engineering Sample

Now, we developed the STB support passive standby mode

- Improve the power converter
- Add a micro controller unit (MCU) to process the remote control command and control the Switch Mode Power Supply (SMPS)

0.67 Watt when only the MCU working and a “Standby” led blinking.

Other issues

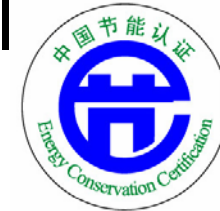
- Cost of the STBs support passive standby mode are about \$1 higher than those can not support
- Start up from passive standby mode takes more than 15 seconds, because of the security loader from CA vendors
- No enough encourages for manufactures to develop the energy efficiency STBs

Skyworth actions

- Developing STBs can support passive standby with least cost increase
- Apply patents on power technology and operating method of STBs
- Assisting China Standard Certification Center (CSC) to develop draft STB energy efficiency test procedure

Future

- We hope that a STB energy efficiency standard can be put into effect in China immediately
- Skyworth wants to become one of the first STB vendors who can meet CSC's STBs vol "energy efficient" endorsement label
- More and more service suppliers to choose STBs with "energy efficient" endorsement label



THANKS

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