

SMiT - CAMs for the World



Palm trees in the industrial park. The Pacific is not that far away: the SSMEC building in NanShan/ ShenZhen. SSMEC is one of the shareholders of SMiT.

In the super-sized High-Tech park just south of NanShan in one of ShenZhen's industrial zones occupied only by high tech companies and fed by incredibly wide multilane highways (including bicycle paths), can be found the headquarters for CAM producer SMiT, inside IT firm SSMEC's building. SMiT, hiving off the SSMEC, was founded in the year 2003. Since its foundation, it has attracted a number of noteworthy Venture Capitalists including Mayfield, GSR, Walden, Telos, and Silverose, all of which are now shareholders of SMiT.



SMiT's CEO Xueliang Huang

SMiT's first product is a chipset based on ARM, based on which they developed CAMs with full proprietary intellectual property rights. The chipset was updated from version A to version B soon, and version C is expected to make its appearance in May 2007, and will support stronger and more professional functions.

The chipsets are produced by an IC foundry factory in Shanghai, and CAMs are produced, tested and sold in ShenZhen. "80% of our deliveries go to Europe", explains Kai Tang from SMiT's marketing department.

"The software is usable in most systems", continues Kai Tang, "Irdeto, Cryptoworks, Conax, Novel-TongFang and other local CA providers such as Jetcas, Streamcard and Compunicate. Soon Viaccess will also be available."



Kai Tang from SMiT's marketing department in the main entrance of the SSMEC building



Software developers are busy improving the Professional Module for use in cable headends: with the current Professional Module, 4-6 channels can be simultaneously decoded. By the middle of 2007, it should also work for 8-10 channels.

SMT's customers are primarily digital TV operators and PayTV providers that order these modules in large numbers.

But that is not the only thing that makes this company tick. Of SMT's 120 employees, half of them are involved in software development. They work on solutions that are to be built in to the manufacturers CI receivers.

The entire software design of a receiver can be ordered through SMT. A branch office of SMT in Beijing employs 10 software devel-

opers that work exclusively on the design and development of set top box software. Many manufacturers obtain their software solutions from SMT. One of them, SOYEA, produces their products only with SMT's technical guidelines. Other manufacturers, including Coship, Humax, Syber, Jiuzhou, ChangHong, SkyWorth, and KONKA, also work in close cooperation with SMT.

To help facilitate their expansion, SMT is taking part in a number of critical trade shows. Kai Tang outlined their plans for 2007: "We want to take part in CABSAT, ANGA, IBC, CCBN and Convergence." The goal is to attract more customers, not only in Europe, but also in those attractive markets in The Middle East and Southeast Asia. So far, SMT has initially cooperated with many notable operators, such as DigiTurk in Turkey, Euro1080 in Belgium, and so on.

SMT's CEO Xueliang Huang takes a confident look into the future: "We are prepared to ship in large numbers around the world, and all this at economical prices."



An application example of a CA module from SMT: in a ChangHong wide-screen TV with integrated satellite receiver



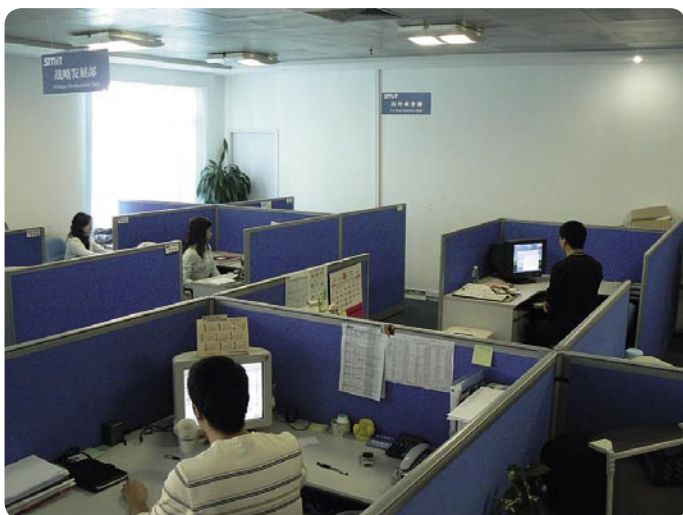
SMT's stand at the IBC in Amsterdam in 2006, displaying their latest CAM products.



Checking the functional capabilities of the modules



CAM's being prepared for shipment



The overseas sales team at work taking orders