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## **STMicroelectronics and SoftAtHome Accelerate Adoption of Ultra-High-Definition Technologies for a True Cinema-at-Home Experience**

*The combination of SoftAtHome software and ST's Cannes Ultra/STiH312 set-top-box chips enables outstanding Ultra High Definition viewing experience that creates growth opportunities for operators*

**Geneva, Switzerland, and Nanterre, France, March 13, 2014** – STMicroelectronics (NYSE: STM), a global semiconductor leader serving customers across the spectrum of electronics applications, and SoftAtHome, a provider of home operating platforms enabling convergent services for the digital home, today announced their extended collaboration to enable operators to deliver Ultra High Definition (UHD) viewing experiences on the latest-generation set-top boxes with ST chips inside.

With UHD content increasing and being transmitted for the first time from some major international sporting events, including the Winter Olympic Games and the upcoming FIFA World Cup™, 2014 is set to be the year for 4K lift-off. The integration of ST's Cannes Ultra/STiH312 client-box SoCs in SoftAtHome's ScreenAtHome software platform enables the creation of cost-optimized solutions for delivering UHD content in the digital home and enriching operators' offerings beyond traditional Pay-TV services. It will also allow Ultra High Definition content streaming over broadband and other high-speed connections.

"Our Cannes Ultra set-top box chipset aims to accelerate the adoption of UHD technologies," said Hervé Mathieu, Box and Gateways Business Line Director, Unified Platform Division, STMicroelectronics. "SoftAtHome's integration of our Cannes Ultra chipset extends our collaboration and provides end users with the best viewing experience and network performance."

"4K and Ultra High Definition are taking off in 2014, especially with exciting international events such as the FIFA World Cup," said Michel Degland, CEO of SoftAtHome. "With ST's latest products, we can now enable our operator customers to benefit from an HEVC for HD eligibility extension and unleash powerful UHD services for a truly immersive user experience and optimum performance. It gives our Software platform a competitive edge to complement our award-winning functionality and integration capability."

ST and SoftAtHome will demonstrate cost-optimized solutions for delivering UHD content in the digital home at TV Connect 2014, March 18-20, London.

### **About STMicroelectronics**

ST is a global leader in the semiconductor market serving customers across the spectrum of sense and power and automotive products and embedded processing solutions. From energy management and savings to trust and data security, from healthcare and wellness to smart consumer devices, in the home, car and office, at work and at play, ST is found everywhere microelectronics make a positive and innovative contribution to people's life. By getting more from technology to get more from life, ST stands for life.augmented.

In 2013, the Company's net revenues were \$8.08 billion. Further information on ST can be found at [www.st.com](http://www.st.com)

### **About SoftAtHome**

SoftAtHome is an operator-backed software company delivering the best of connectivity, Pay TV and digital services to the home. Through its SOP product SoftAtHome empowers operators to compete against local competition and global players alike by leveraging the ecosystem to deliver outstanding services. SOP is central to delivering standard based cost-effective solutions that are simple and long lasting. SoftAtHome solutions are already deployed on over 17 million Home Gateways and Set Top Box throughout the world in multiple broadband and broadcast deployments. The company is headquartered in France with development and sales teams also in Belgium and the UAE. For more information, visit our website at [www.softathome.com](http://www.softathome.com) or follow us @SoftAtHome.

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