

# **AVerMedia Corporate Profile**

*June. 2011*

By Moses Lee

# AVerMedia Group Overview

Founded in 1990, Specializing in Designing, Manufacturing and Marketing of Multimedia Entertainment Product (MPD), Consumer Electronics Product (CED) 、 IPTV Product (IPD) , Presentation Product (PPD) , Digital Surveillance Products(NVD), Consumer Electronics Product (CPD) and Manufacturing (AVE).

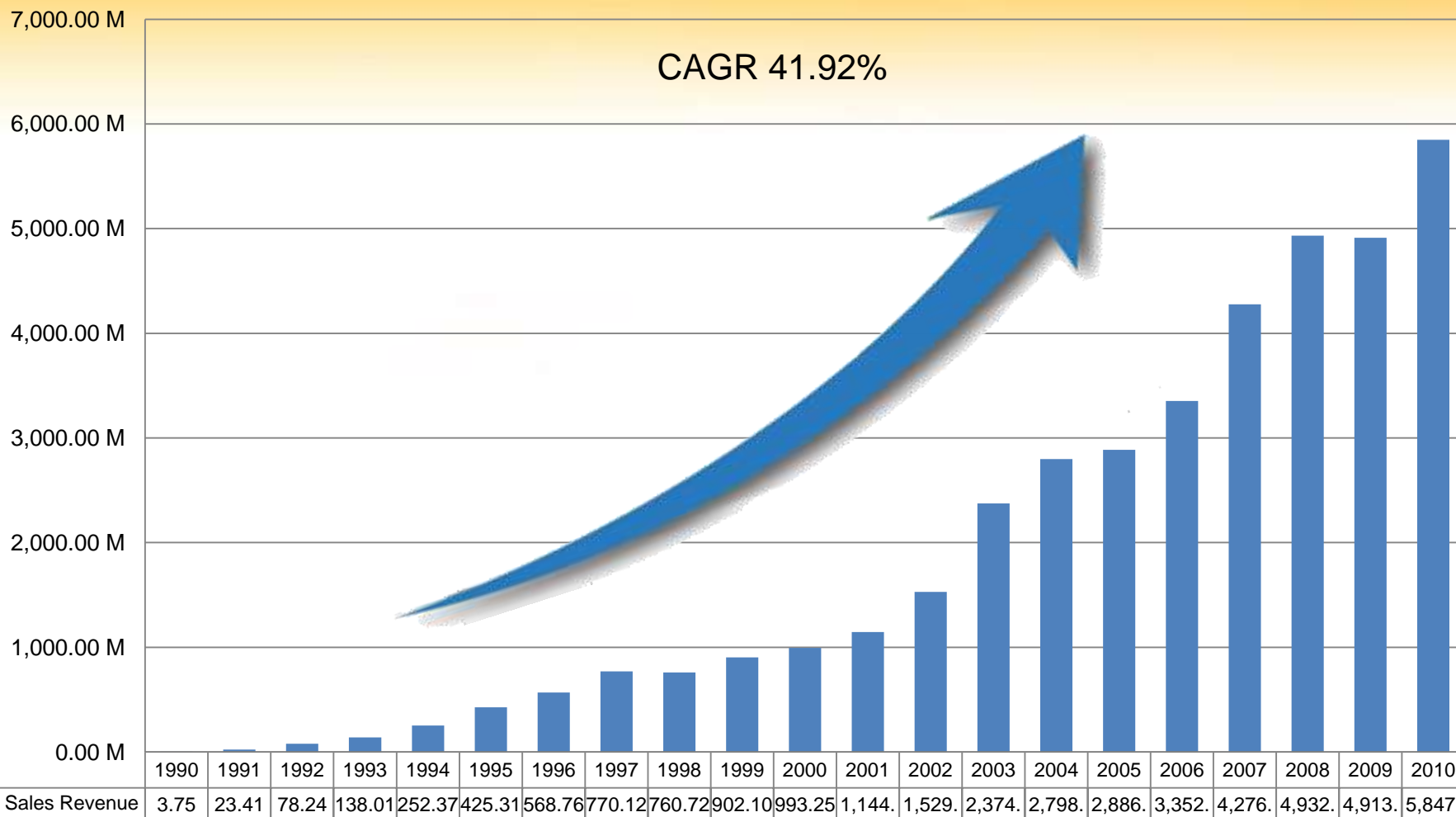
- ❑ **2010 Annual Turnover (AVerMedia Group): US\$ 183.74 Million**  
**(AVT): US\$ 90.19 Million**
- ❑ **Consecutive profitable years : 20 years**
- ❑ **Employees (AVerMedia Group) : 600(1298)**
- ❑ **RD Engineers (AVerMedia Group) : 187(425)**

AVerMedia Group includes AVerMedia Technologies Inc., AVerMedia Information Inc., and all of the oversea affiliates.

Updated on June. 2011

Exchange Rate: 1:32 (US\$:NT\$)

# **[Consolidated Sales Revenue] by year from 1990 to 2010**



**Unit: NTD\$ Million**

# 3 Years Consolidated Income Statement

Amount : US\$ k	2011Q1		2010Q1		2009Q1	
Net Sales	30,525	100 %	49,919	100 %	36,103	100 %
COGS	(15,819)	(52)%	(24,995)	(50)%	(18,567)	(51)%
GP	14,706	48 %	24,925	50 %	17,536	49 %
Operating Expense	(13,620)	(45)%	(16,349)	(33)%	(12,090)	(33)%
Operating Income	1,087	3 %	8,576	17 %	5,445	16 %
Net Non-op Items	4,756	16 %	12,794	26 %	511	1 %
Income before Tax	5,843	19 %	21,370	43 %	5,956	17 %
Income Tax	737	2 %	2,435	5 %	221	1 %
Minority Interest	1,085	4 %	1,584	3 %	388	1 %
Net Income	4,021	13 %	17,351	35 %	5,347	15 %
Fully Diluted EPS(NT\$)	0.57		2.51		0.78	
Sales Grew	-39 %		38%		15 %	

Exchange Rate: 1:32 (US\$:NT\$)

# Key Financial indicators

	<b>2011Q1</b>	<b>2010Q1</b>	<b>2009Q1</b>
<b>ROE</b>	<b>8.44 %</b>	<b>39.13 %</b>	<b>16.19 %</b>
<b>ROA</b>	<b>6.58 %</b>	<b>29.49 %</b>	<b>12.33 %</b>
<b>AR Turnover</b>	<b>52 days</b>	<b>55 days</b>	<b>45 days</b>
<b>Inventory Turnover</b>	<b>78 days</b>	<b>86 days</b>	<b>74 days</b>
<b>Debt ratio</b>	<b>21.98 %</b>	<b>24.63 %</b>	<b>23.80 %</b>

# Balance sheet highlights

Amount : US\$ k	2011Q1		2010Q1		2009Q1	
Cash & Equivalent	111,941	46 %	98,517	42 %	65,053	38 %
Accounts Receivable	17,417	7 %	30,117	13 %	17,736	10 %
Inventory	13,484	6 %	23,455	10 %	15,146	9 %
Fixed Assets	56,540	23 %	40,597	17 %	40,491	23 %
Other Assets	44,895	18 %	42,635	18 %	34,974	20 %
Total Assets	244,277	100 %	235,322	100 %	173,400	100 %
Liabilities	53,702	22 %	57,954	25 %	41,269	24 %
Equities	190,576	78 %	177,368	75 %	132,130	76 %

Exchange Rate: 1:32 (US\$:NT\$)

# 2008~10 Quarterly Revenue/Profit



Amount : US\$ k	2008-Q1	2008-Q2	2008-Q3	2008-Q4	2009-Q1	2009-Q2	2009-Q3	2009-Q4	2010-Q1	2010-Q2	2010-Q3	2010-Q4	2011-Q1
Revenue	31,267	40,431	38,992	40,018	36,103	34,241	37,591	45,603	49,919	45,946	49,525	38,345	30,525
Net Income	3,531	6,547	5,599	5,280	5,347	7,212	6,524	5,936	17,351	2,351	8,711	9,391	4,021

Exchange Rate: 1:32 (US\$:NT\$)

Note 1 : 2011 Q1 and 2010 Q1 recognized gain (after 10% tax) on disposal of AVI shares USD\$3,350K and USD\$11,949K respectively.

Note 2 : 2010 Q2 adjusted for deferred income tax of USD\$3,037K.

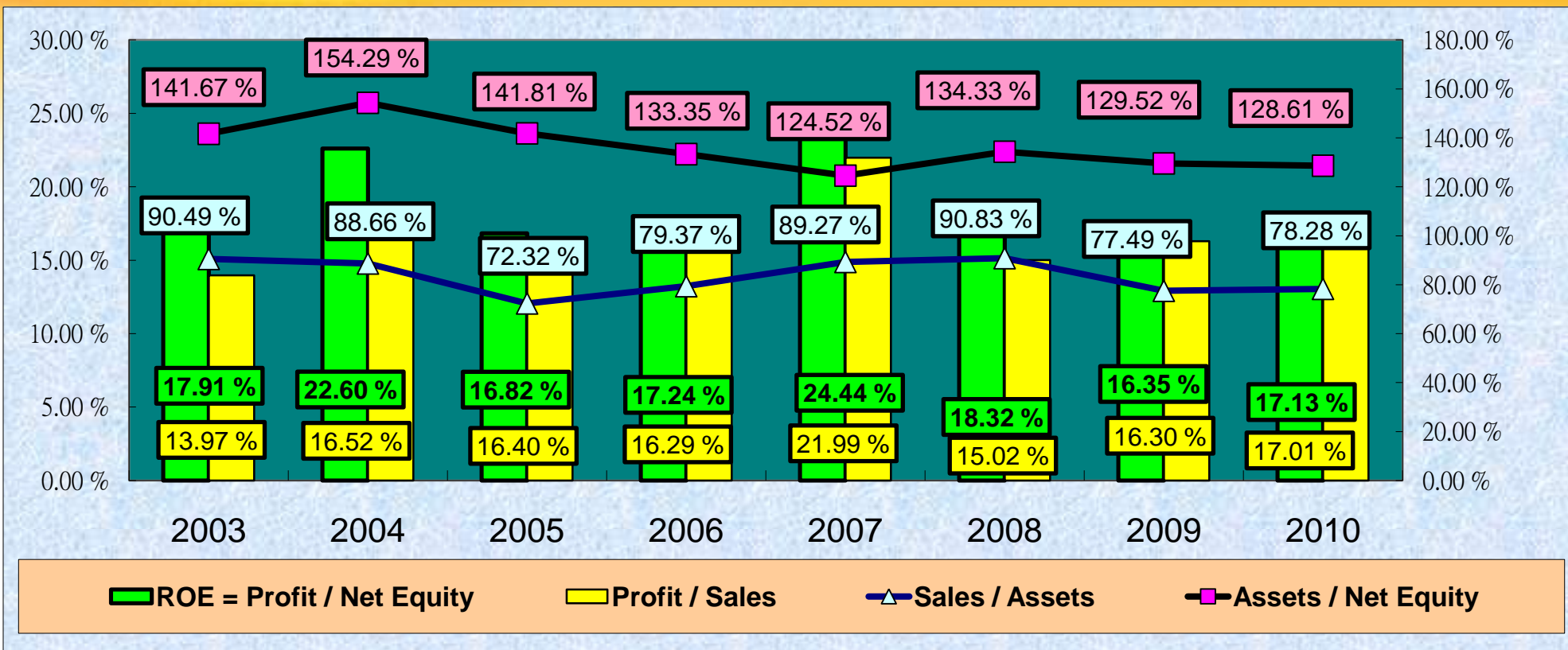
# 3 Years Consolidated Income Statement

Amount : US\$ k	2010		2009		2008	
Net Sales	183,736	100 %	153,538	100 %	154,253	100 %
COGS	(88,091)	(48)%	(77,559)	(51)%	(83,300)	(53)%
GP	95,645	52 %	75,979	49 %	70,953	47 %
Operating Expense	(62,620)	(34)%	(51,374)	(33)%	(47,578)	(32)%
Operating Income	33,025	18 %	24,605	16 %	23,375	15 %
Net Non-op Items	11,635	6 %	9,122	6 %	2,666	2 %
Income before Tax	44,660	24 %	33,727	22 %	26,041	17 %
Income Tax(Ben.)	7,236	4 %	3,936	3 %	2,877	2 %
Minority Interest	6,168	3 %	4,772	3 %	0	0 %
Net Income	31,256	17 %	25,019	16 %	23,164	15 %
Fully Diluted EPS(NT\$)	4.49		3.64		3.34	
Sales Grew	20 %		(0)%		15 %	

Exchange Rate: 1:32 (US\$:NT\$)



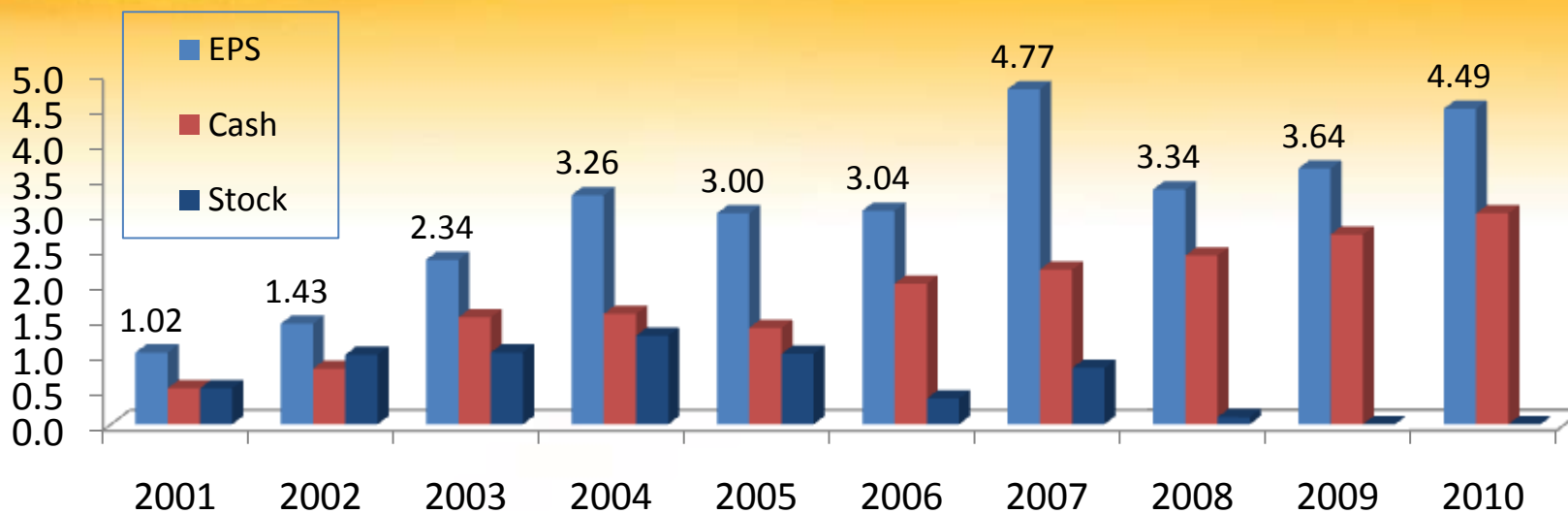
# Breakdown of ROE



	2003	2004	2005	2006	2007	2008	2009	2010
Profit / Sales	13.97 %	16.52 %	16.40 %	16.29 %	21.99 %	15.02 %	16.30 %	17.01 %
Sales / Assets	90.49 %	88.66 %	72.32 %	79.37 %	89.27 %	90.83 %	77.49 %	78.28 %
Assets / Net Equity	141.67 %	154.29 %	141.81 %	133.35 %	124.52 %	134.33 %	129.52 %	128.61 %
ROE = Profit / Net Equity	17.91 %	22.60 %	16.82 %	17.24 %	24.44 %	18.32 %	16.35 %	17.13 %

# Dividends distribution

Amount : NT\$



Year	Cash		Stock		Total
	Amount	Percentage	Amount	Percentage	
2010	3.156	100%	0	0%	3.156
2009	2.70	100%	0	0%	2.70
2008	2.40	96%	0.10	4%	2.50
2007	2.20	73%	0.80	27%	3.00
2006	2.00	85%	0.365	15%	2.365
2005	1.37	58%	1.00	42%	2.37
2004	1.57	55%	1.26	45%	2.83
2003	1.52	60%	1.01	40%	2.53
2002	0.79	44%	0.99	56%	1.78
2001	0.51	50%	0.51	50%	1.02

# Corporate Governance

- AVerMedia announced it **received “CG6005: Corporate Governance System Evaluation Certificate”** from Corporate Governance Association in Taiwan (TCGA)
- **Information Transparency and Disclosure Ranking Results in Taiwan**
  - AVerMedia was ranked as “Grade A+” in 2008 and 2009
  - 2008, in the 1,118 listed companies of TWSE and GTSM, only 37 companies were ranked as “Grade A+”
  - 2009, in the 1,154 listed companies of TWSE and GTSM, only 35 companies were ranked as “Grade A+”

# AVerMedia Receives the 21th National Quality Award



National Quality Award is the highest national honor granted on quality; the mission is: 'to establish a highest quality control paragon for corporations and organizations to study and learn from, also through the review process, the quality control standard will be referential to corporations and organizations on strengthening the organizations and enhancing competitiveness.

# 2010 Outstanding IT Talent Award & Application Award



AVerMedia has once again proved its dedication in Information Technology for Entertainment and Education by receiving the **Outstanding Product and Application Award** , AVer3D Capture HD (3D TV card with HD capture) , SUNGTV (IP TV solution) and AVerVision Visualizer, from 2009 Taipei IT Month. 』

# AVerMedia Receives the Outstanding Enterprise Innovation Award



AVerMedia has stood out from some 100 well-known companies in Taiwan and garnered the 18th (2010) Excellent Enterprise Innovation Award, also known as “The Technology Oscars”, hosted by Taiwan’s Ministry of Economic Affairs. The Excellent Enterprise Innovation Award is given to honor companies which are rigorously involved in industrial innovation, and has an overall outstanding performance.

# Product Awards



# 2010 天下企業公民

Excellence in Corporate Social Responsibility

2010 TOP50

Select Pub...

Large

Medium-sized

Foreign

Special Features

中文排名

## Medium-sized Enterprises

2010	2009	Company	Aggregate	Corporate Governance	Social Engagement	Social Engagement	Environmental Protection
1	1	Sinyi Realty Inc.	9.21	9.6	9.3	9.2	8.8
2	3	Hiwin Technologies	8.19	7.5	8.9	8.7	7.8
3	2	Everlight Chemical Industrial	8.03	7.2	8.7	8.0	8.2
4	-	TXC Corporation	7.94	7.5	7.9	7.7	8.6
4	5	Planet Technology	7.94	7.9	7.8	8.1	7.9
6	-	Inventec Besta Co.	7.75	7.0	8.3	7.7	8.0
7	8	AVerMedia	7.61	7.7	7.4	8.5	6.8
8	-	China Hi-ment Corp.	7.26	6.7	6.5	7.3	8.5
9	9	ATEN International	7.08	6.7	7.0	8.1	6.5
10	-	Tainan Enterprises Co.	7.03	5.8	7.8	8.6	6.0



# Global Marketing & Service Network



**Subsidiaries and Global Network of Distributors, System Integrators, V. Rs, and ODMs Over 75 Countries**

# Quality & Environment Management

- ❑ ISO 14001 Environment Manage System
  - Lead – Free Process (by the end of 2006)
- ❑ ISO9001: 2000 Version Quality System
- ❑ OHSAS:18001
- ❑ Passed the Quality System Audit by first tier companies.
- ❑ Certificate of Sony Green Partner

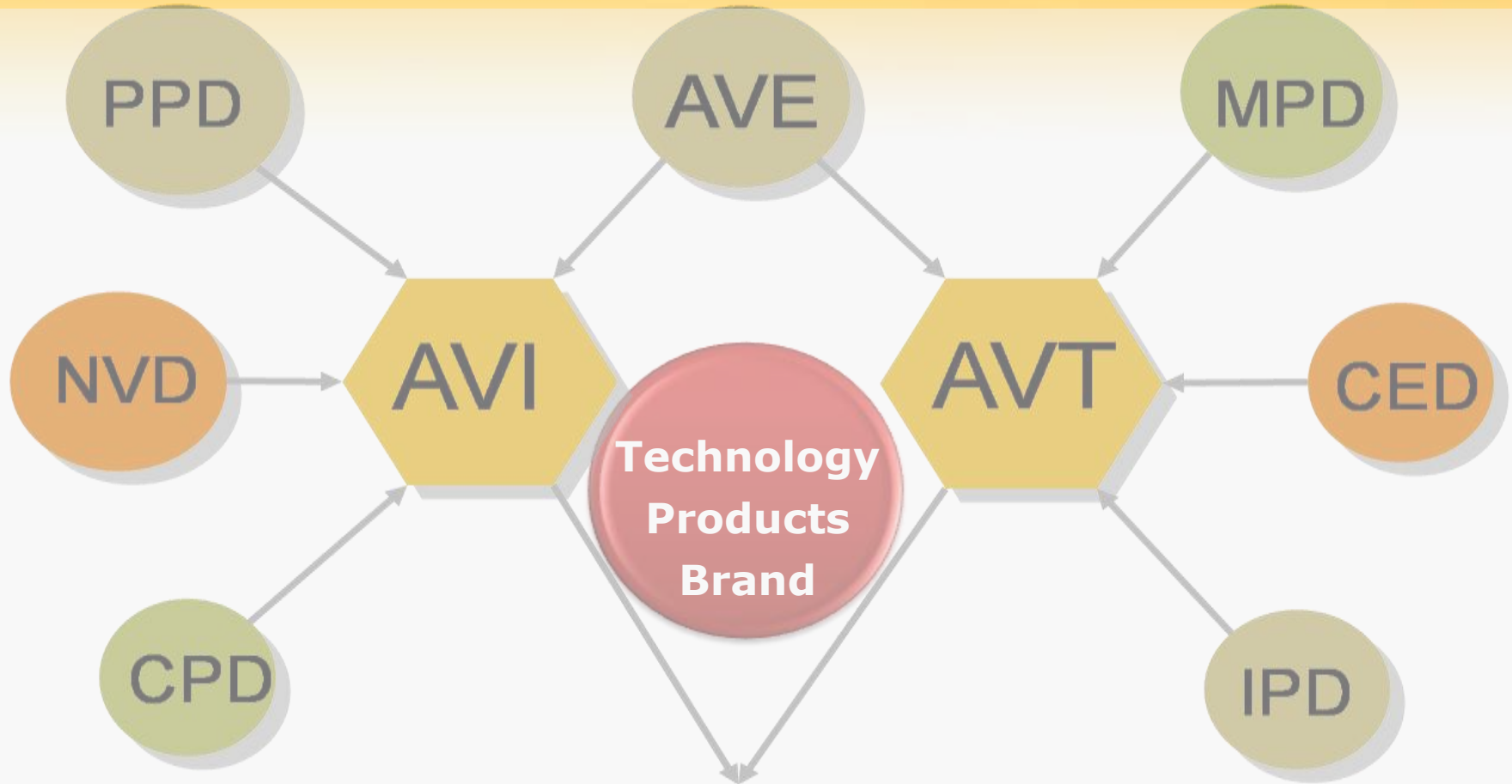


# New Office/Factory of AVerMedia



**New Tucheng plant groundbreaking ceremony was held in August of 2009 and will be completed by second half of 2011**

# Internal Organization Capability



**AVerMedia**<sup>®</sup>

AVerMedia

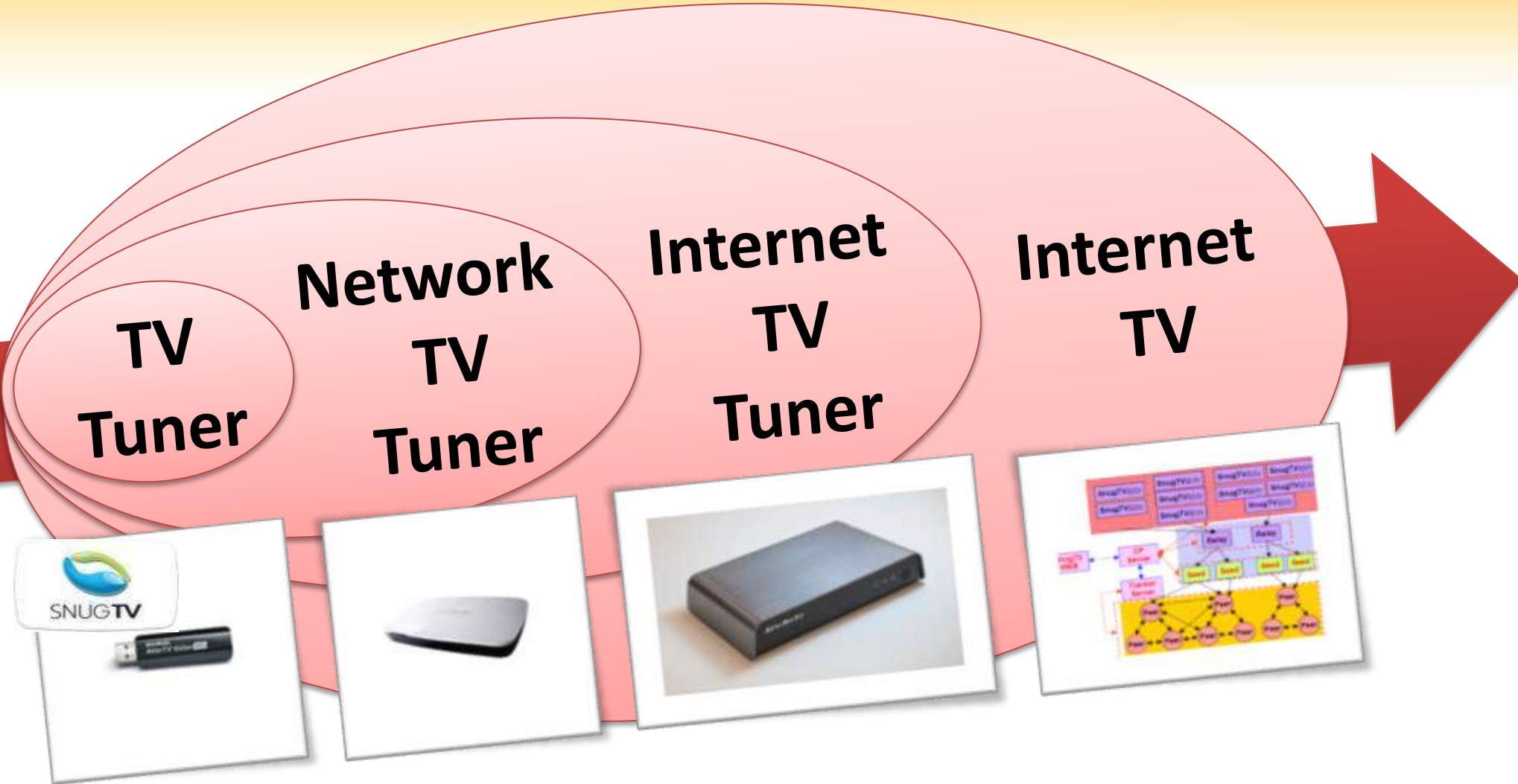
# Technology



Technology  
Products  
Brand

- Video conversion between analog and digital
- Digital/ analog TV standard integration
- Digital Video Streaming
- Mechanical, optical and electronic integration technology
- Hardware, Software and Firmware development capability
- Leading technology for embedded TV tuners in the field of Notebook PCs
- Patents : **184** patents have been granted which 47 patents have been granted by advanced countries such as US, E.U. and Japan, while **149** patents are still in the process.
- Product awards

# Watch TV Anywhere & Anytime



# Watch TV Anytime and Anywhere

Technology  
Products  
Brand

- Watch TV on PC
  - Watch TV on PC via any PC interface
  - Watch 3D TV or Transform 2D Live TV/Video into 3D
  - Watch TV on Mac
  - HD TV/Video Capture solution
  - ODM Tuner Module
- Watch TV on Internet & Intranet solution
  - SnugTV (Watch TV on Internet)
  - HomeFree (Watch TV on Intranet)
- Consumer Electronics Product
  - STB
  - Digital TV receiver with Media Player
  - Internet TV box



AVerMedia

# Watch TV on PC

- Watch Digital Terrestrial or/and Analog TV on PC

Analog TV

DVB-T

VCD/DVD Player

USB Solution

Mac

3D

PCI & PCI-e Solution

HD H.264 & MPEG-2 HDV

I ♥ 3D TV on My PC

AVerMedia





**ASUS**

**DELL**

*acer*



Gateway

**Packard Bell.**  
Your digital playground



**FUJITSU**

**intel**

**TOSHIBA**

**SONY**



**MEDION**

**BenQ**

**BUFFALO**

**FUJITSU** COMPUTERS  
**SIEMENS**



**EPSON**



**TG** **삼보컴퓨터**



**AVerMedia**

# PC/TV Strategies

- **Penetrate PC/TV module into main stream IT market, the same as wireless/camera modules in PC/NB plate form:**
  - 1) Incorporate PC/TV spec into PC standard through co-alliance with Microsoft and Intel.
  - 2) Leverage marketing power thru first tier PC international brand players as well as the introduction of IP/TV products as complementary products to increase the PC/TV awareness to end users.
  - 3) **Lower down** the price of PC/TV and promote the bundling of IP/TV products & services to push it to the main stream market by activating the virtuous circle of supply/demand for larger economy scale with lower prices offering by vendors of key components.
- **Extend TV Tuner to mobile devices and other platforms, such as Mac, iOS, Android**
- **Extend TV/PC solution into consumer market**
- **Providing Total solution for watching TV anytime , anywhere.**

# External marketing trend

- Multimedia Products**

- In Notebook PCs: 2011 demand of around 200 million sets ( **less than 3.5% of attachment rate** of TV Tuner in Notebook PCs except Japan)
- 2011 iPad and Android Pad shipment forecasts around 47 Million sets, TV function is missing (0% of attachment rate )

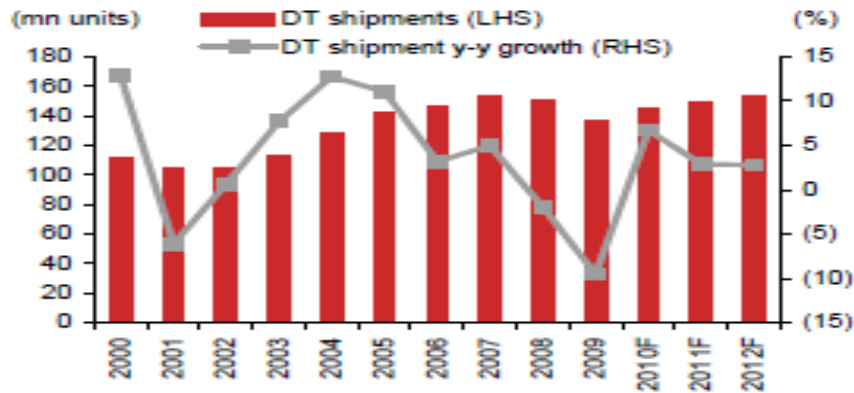
Barclays Capital's worldwide PC shipment forecast – tablet PC impact

Units in (000)	2009	2010	1Q11E	2Q11E	3Q11E	4Q11E	2011E	2012E	2013E	2014E
Apple iPad Forecast	-	14,789	5,132	7,338	9,026	12,185	33,681	42,174	51,887	62,378
Other Tablets	-	3,211	1,418	2,162	2,974	6,815	13,369	27,826	32,488	34,654
<b>Total Tablet Forecast</b>	-	<b>18,000</b>	<b>6,550</b>	<b>9,500</b>	<b>12,000</b>	<b>19,000</b>	<b>47,050</b>	<b>70,000</b>	<b>84,375</b>	<b>97,031</b>
y/y change	-	-	-	171%	153%	95%	161%	49%	21%	15%
Total Notebooks (includes netbooks)	168,305	200,000	49,580	51,465	59,908	63,995	224,948	252,466	277,056	302,968
y/y change	17.7%	18.8%	3.8%	11.0%	15.7%	18.3%	12.5%	12.2%	9.7%	9.4%
<b>Notebooks INCLUDING Tablets</b>	<b>168,305</b>	<b>218,000</b>	<b>56,130</b>	<b>60,965</b>	<b>71,908</b>	<b>82,995</b>	<b>271,998</b>	<b>322,466</b>	<b>361,431</b>	<b>399,999</b>
y/y change	17.7%	29.5%	17.5%	22.2%	27.2%	30.0%	24.8%	18.6%	12.1%	10.7%
Total Netbooks	32,000	31,000	5,700	6,200	6,050	6,500	24,450	22,600	21,300	20,300
y/y change	204.5%	-3.1%	-36.7%	-11.4%	-16.6%	-16.1%	-21.1%	-7.6%	-5.8%	-4.7%
<b>CORE Notebooks Excluding Netbooks &amp; Tablets Entirely</b>	<b>136,305</b>	<b>169,000</b>	<b>43,880</b>	<b>45,265</b>	<b>53,858</b>	<b>57,495</b>	<b>200,498</b>	<b>229,866</b>	<b>255,756</b>	<b>282,668</b>
y/y change	2.8%	24.0%	13.2%	15.0%	21.0%	24.0%	18.6%	14.6%	11.3%	10.5%
Total PC Unit Forecast (includes netbooks)	295,400	340,470	83,380	86,485	95,699	100,504	366,068	391,033	412,610	435,539
y/y change	2.6%	15.3%	2.7%	6.4%	9.8%	10.7%	7.5%	6.8%	5.5%	5.6%
<b>Total PCs INCLUDING Tablets</b>	<b>295,400</b>	<b>358,470</b>	<b>89,930</b>	<b>95,985</b>	<b>107,699</b>	<b>119,504</b>	<b>413,118</b>	<b>461,033</b>	<b>496,985</b>	<b>532,571</b>
y/y change	2.6%	21.4%	10.7%	13.3%	17.1%	18.8%	15.2%	11.6%	7.8%	7.2%
<b>CORE PCs Excluding Netbooks &amp; Tablets Entirely</b>	<b>263,400</b>	<b>309,470</b>	<b>77,680</b>	<b>80,285</b>	<b>89,649</b>	<b>94,004</b>	<b>341,618</b>	<b>368,433</b>	<b>391,310</b>	<b>415,239</b>
y/y change	-5.1%	17.5%	7.6%	8.1%	12.1%	13.2%	10.4%	7.8%	6.2%	6.1%

Source: IDC, Gartner, Barclays Capital estimates

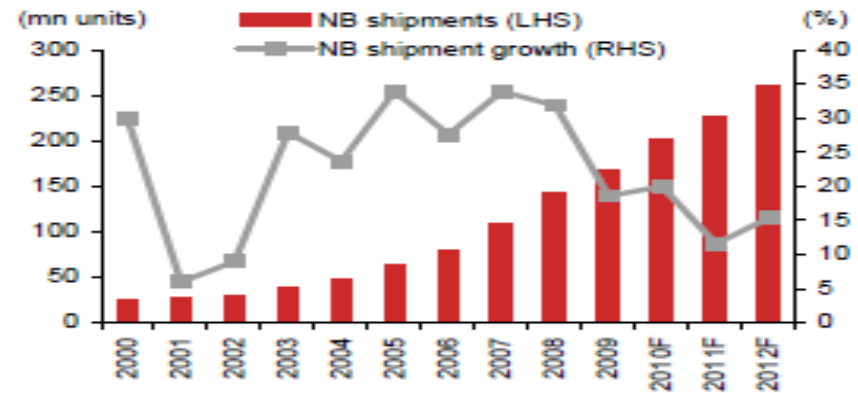
# External marketing trend

Exhibit 26. DT shipments and growth



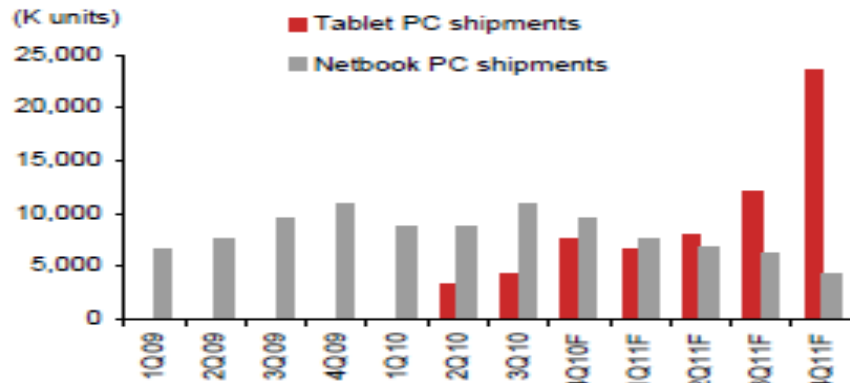
Source: IDC; Nomura estimates

Exhibit 27. NB shipments and growth



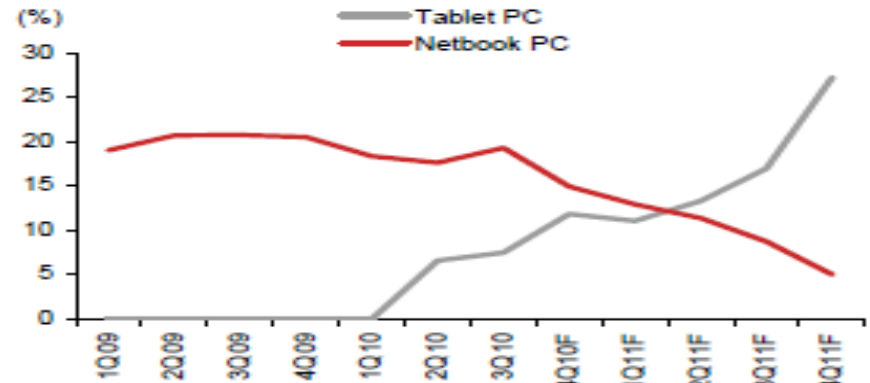
Source: IDC; Nomura estimates

Exhibit 28. Tablet PC and netbook shipments



Source: IDC, Nomura estimates

Exhibit 29. Tablet PC/netbook to total portable PC



Source: IDC, Nomura estimates

# External marketing trend

Exhibit 12. US TV spending as % of total consumer spending



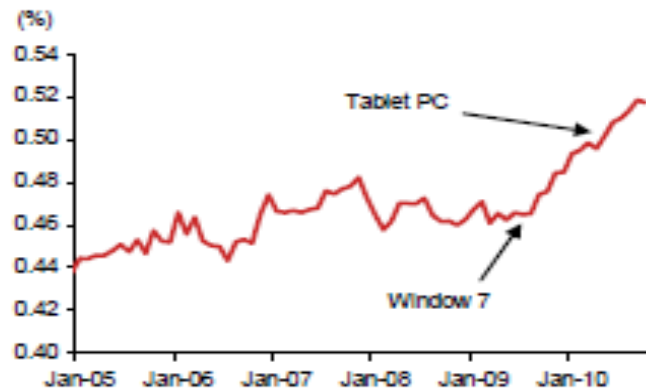
Source: CEIC

Exhibit 13. US mobile device spending as % of total consumer spending



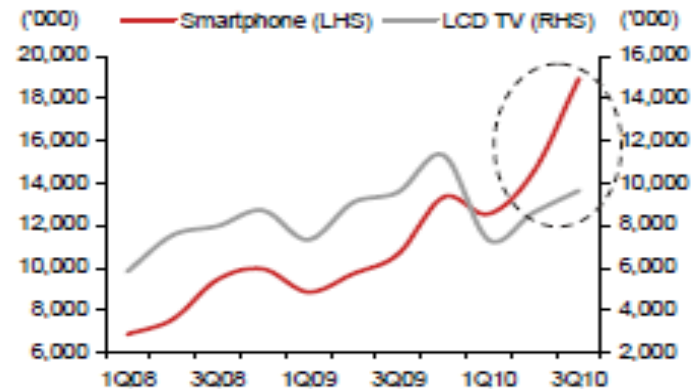
Source: CEIC

Exhibit 14. US PC spending as % of total consumer spending



Source: CEIC

Exhibit 15. Smartphone and LCD TV shipment trend in the US



Source: IDC

# 10 things missing from the iPad

Amazon.com: Apple iP... x CNN 10 things missing from t... x EyeTV 3.4 for iPad x Amazon.com: Apple iP... x Amazon.com: Products... x

articles.cnn.com/2010-01-28/tech/wired.missing.from.ipad\_1\_ipad-iphone-oled/2?\_s=PM:TECH

建議的網站 網頁快訊圖庫 Untitled Page DragonIPTV 龍翔網... starcast tracker Microsoft Outlook ... 其他書籤

此網頁為 英文 您要翻譯網頁內容嗎? 翻譯 不需要 選項

« Homepage **CNN Tech** SEARCH POWERED BY Google

Ads by Google

**Free GPS software for PC**  
Satellite maps downloader, geochat, GPS tracking, photos, communities.  
[www.MapSphere.com](http://www.MapSphere.com)

**Irisys Camera buy online**  
Official Irisys Camera Stockist Thermal imaging, reporting software  
[www.edcscotland.co.uk](http://www.edcscotland.co.uk)

**Related Articles »**

**Apple offers fixes for iPad's Wi-Fi woes**  
April 7, 2010

**Is Apple working on a 'desktop iPad?'**  
August 24, 2010

**Can anyone compete with Apple's iPad?**  
May 4, 2010

IPAD

## 10 things missing from the iPad

January 28, 2010 | By Charlie Sorrel, Wired

Share Mixx Twitter Email

Recommend 324 people recommend this.

(Page 2 of 3)

Expect a lot more of these kinds of accessories, most likely combined with software. How long can it be before, say, EyeTV makes an iPad-compatible TV tuner?

GPS

Apple put a compass inside every iPad, so you'd think that there would be a GPS unit in there, too. The Wi-Fi-only models get nothing, just like the iPod Touch, but more surprising is that the 3G iPads come with AGPS.

Assisted GPS can be one of two things, both of which which offload some work to internet servers and use cell-tower triangulation. The difference is that some AGPS units have real GPS too, and some don't. We'll know which the iPad has as soon as we get our hands on one.

Ads by Google

**Acer Stream Android 手機**  
我記錄,我分享,我精彩,全球首款HDMI 加杜比Android智慧型手機,登錄送耳機  
[www.acerevent-mobile.com.tw](http://www.acerevent-mobile.com.tw)

Advertisement

**IMPACT WORLD** CNN

# Watch TV on Intranet



# HomeFree (Intranet)



How does HomeFree Duet work?



## 5 Steps to Enjoy HomeFree!

- 1 Connect digital TV antenna
- 2 Connect HomeFree & wireless router with Ethernet cable
- 3 Insert the power adapter of HomeFree & turn on the power switch
- 4 Connect PC & wireless router with Ethernet cable/ Wi-Fi
- 5 Install AVerTV 6 HomeFree or Windows 7 Media Center on your PC, or HomeFree Player on your iPad. Run the TV-viewing software & Scan TV channels.



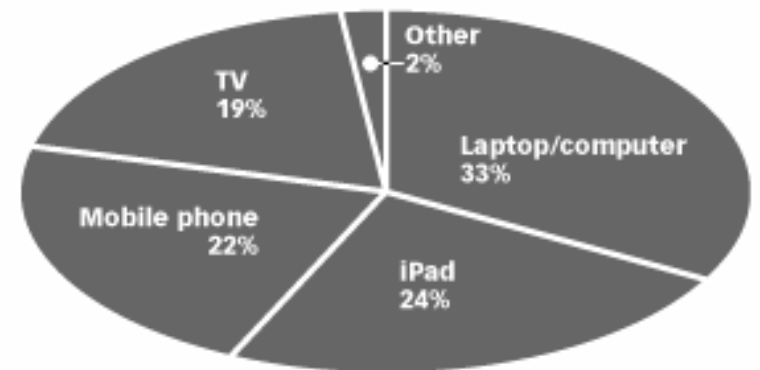
# Watch TV on Intranet





### Primary Entertainment Device Among UK iPad Owners, Aug 2010

% of respondents

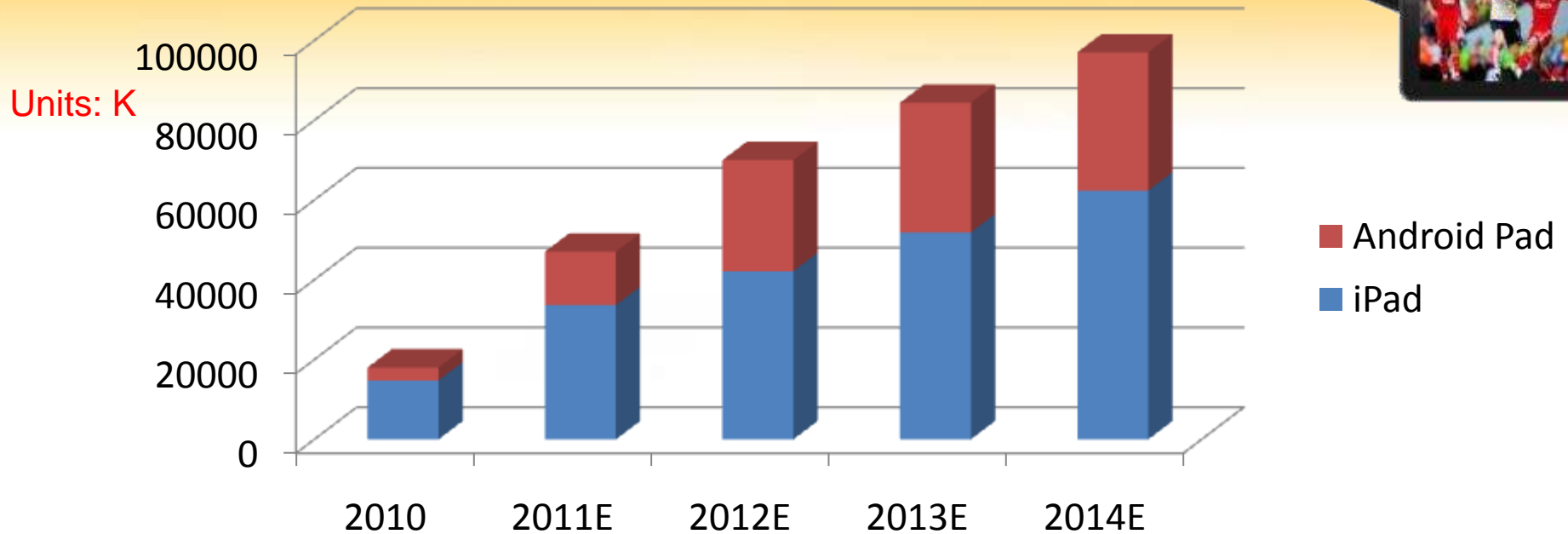


Source: Cooper Murphy Webb, "iPad Consumer Usage Study," Aug 12, 2010

118846

[www.eMarketer.com](http://www.eMarketer.com)

# Tablet PC Shipment forecast



Barclays Capital's tablet PC shipment forecasts

Units in (000)	2010	1Q11E	2Q11E	3Q11E	4Q11E	2011E	2012E	2013E	2014E
Apple iPad Forecast	14,789	5,132	7,338	9,026	12,185	33,681	42,174	51,887	62,378
q/q change	-	-30%	43%	23%	35%	-	-	-	-
y/y change	-	-	124%	116%	66%	128%	25%	23%	20%
% Unit Share	82%	78%	77%	75%	64%	72%	60%	61%	64%
Other Tablets	3,211	1,418	2,162	2,974	6,815	13,369	27,826	32,488	34,654
q/q change	-	-41%	52%	38%	129%	-	-	-	-
y/y change	-	-	840%	429%	182%	316%	108%	17%	7%
<b>Total Tablet Forecast</b>	<b>18,000</b>	<b>6,550</b>	<b>9,500</b>	<b>12,000</b>	<b>19,000</b>	<b>47,050</b>	<b>70,000</b>	<b>84,375</b>	<b>97,031</b>
q/q change	-	-33%	-47%	83%	100%	-	-	-	-
y/y change	-	-	171%	153%	95%	161%	49%	21%	15%

Source: IDC, Gartner, Barclays Capital estimates

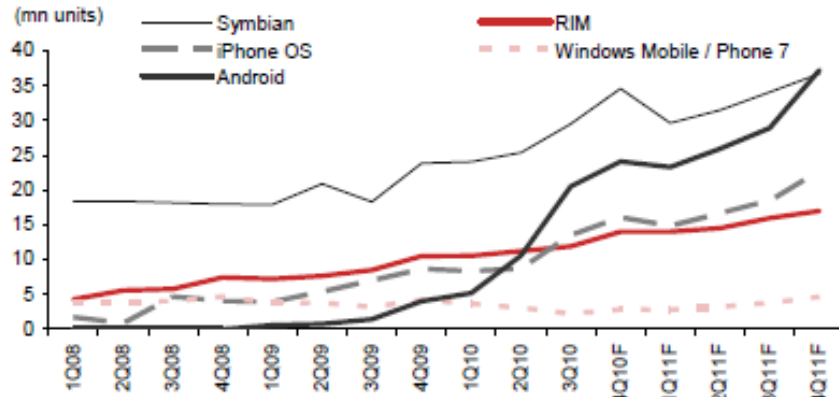
# Android Pad Market Trend



IPD HomeFree Product will support Android Pad soon!

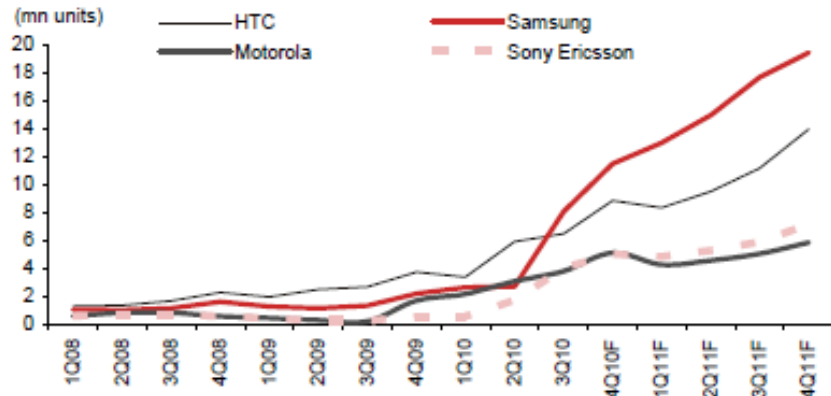
# External marketing trend

Exhibit 34. Android poised to overtake Symbian in 4Q FY11



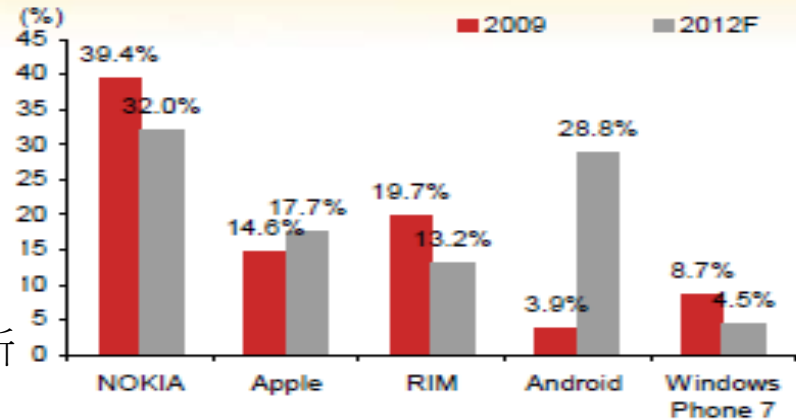
Source: Gartner Group, Nomura estimates

Exhibit 35. Samsung and HTC seen leading the Android charge



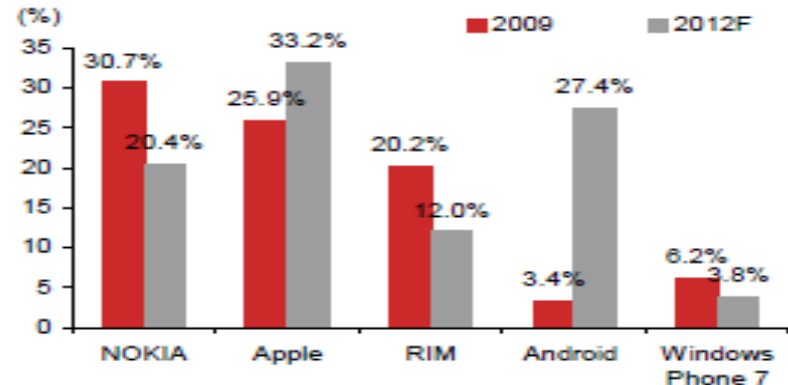
Source: Gartner Group, Nomura estimates

Exhibit 36. Smartphone unit share 2009/2012



Source: Gartner Group, Nomura estimates

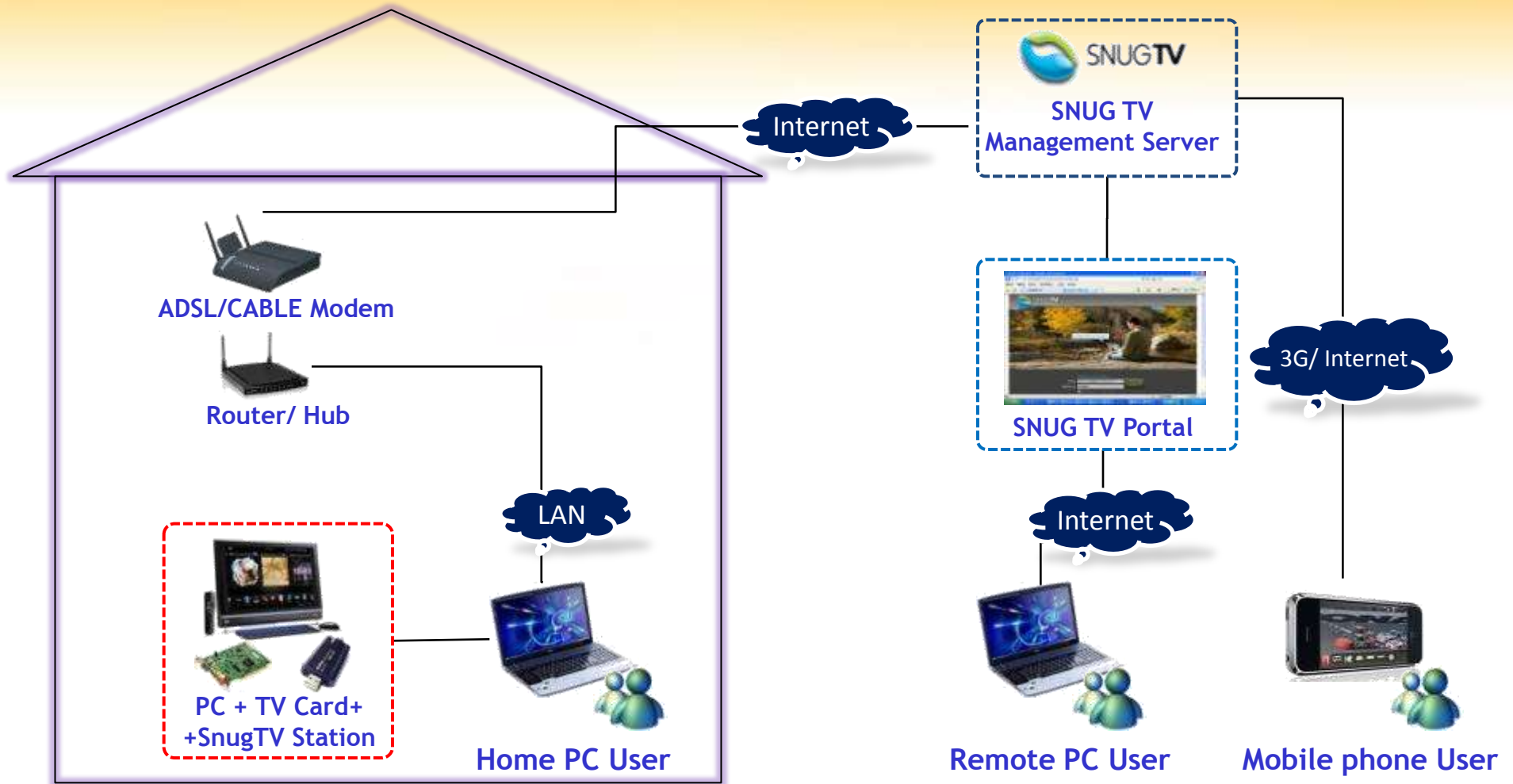
Exhibit 37. Smartphone revenue share 2009/2012



Source: Gartner Group, Nomura estimates

更新

# Watch TV on Internet



## SnugTV Benefit to AVerMedia

- New revenue stream
- Create add-on value to OBM/ODM customers
  - Bundle promotion and cross selling
- Membership service to improve customer relationship and new product marketing
- Shift from device maker to “Watching TV” solution provider.
  - Device+Service & ATV+DTV+IPTV

# Consumer Electronics Product



3DTV



# Content Viewing Model



- ❖ VCR 
- ❖ PVR/DVR
- ❖ On-Demand 

- ❖ SlingBox
- ❖ iTunes/iPod
- ❖ Mobile Video

- ❖ Online content
- ❖ Digital media



Watch Anytime



Watch Anywhere



Windows Home Server



Watch Anything

# New Application or Market Trend

1990's

2015

## Analog TV



- OSD
- Channel Changer
- Remote Control

## Digital TV



- Single Pipe
- Stream Processing
- Decryption

## DVR



- Big UI
- Disk OS
- Simple Encryption

## Walled Garden Internet



- Simple Browser
- Multi-Pipes
- Multi-Decryption
- "Invisible" SW
- Widget-based Internet
- Encryption

## Connected TV

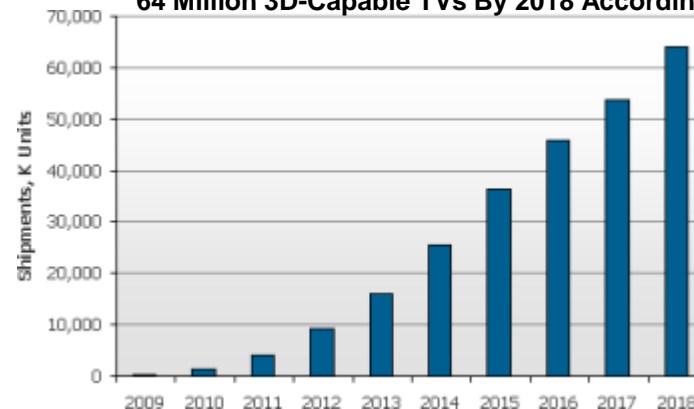


- Open platform
- Full web experience
- User installed apps
- Dynamic Decryption
- Full network connectivity
- Ad-hoc networking
- Transcription
- Transcoding



資料來源：拓墾產研，凱基整理

64 Million 3D-Capable TVs By 2018 According to DisplaySearch



Source: DisplaySearch [Quarterly TV Design and Features Report](#)

# STB/Media Player Product

## Main Features

- Resolution Up To 1080i
- H.264 HDTV Support
- EPG/ Schedule Recording
- Intranet Windows File Sharing

## Media File Playback

### Supports Playback Formats:



**Video-** RH/ RMVB/ MPEG 1/2/4/ H.264/ DIVX/ XVID, AVI/ MKV/ MP4/ MPEG/ MPG/ TS



**Audio-** MP3/ AC3/ LC-AAC/ HE-AAC

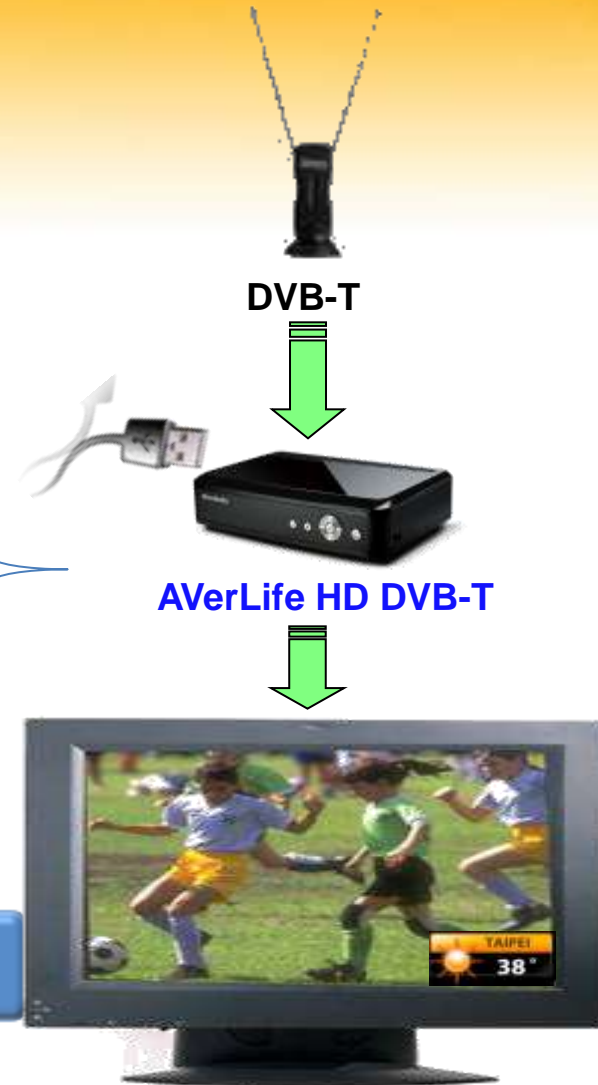


**Photo-** JPEG/ PNG/ BMP/ GIF

## Output

HDMI  
Digital RF (Pass Through)  
SPDIF (Coaxial/ Optical)  
A/V (RCA), S-Video  
Component (YPbPr; up to 1080i)

## RRS Weather Support

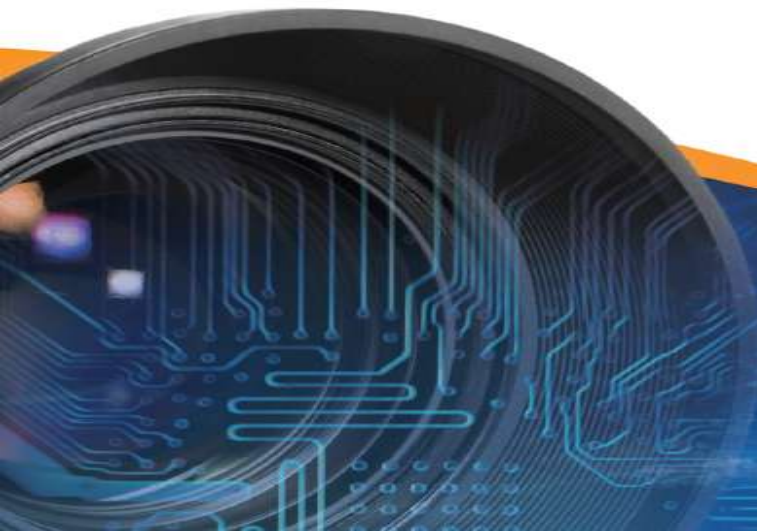


# STB/Media Player Product

## 2011 Business Assumptions

- Analog TV with PVR in emerging countries
  - Assuming 0.5-1% (in Russia, Indonesia and TW) will buy this product, addressable market is around 960K unit
- Media Player
  - Assuming total market size is around 8M units in 2011
- HD Capture Box
  - Assuming 5% of Satellite STB buyers need capture function without paying high monthly package, addressable market size is 2.5M units.
- ISDB-T STB
  - More than 30M home are still in Analog TV, assuming 1/3(10M) will buy ISDB-T STB for Analog TV switch off in July/2011

# Video Capture card solution



# Video Capture & SDK Solution for Professionals



# Brand

- **Multimedia products:**  
Brand premium in certain geographical areas, like **Taiwan, Russia** and **East Europe** etc.

- **Presentation Products:**  
Distinguished as one of the first movers with strong presence in K-12. Education market in the **U.S. , UK, Singapore** etc. with brand recognition inherited from the glamour of previous product lines.



# AVerMedia Culture

- **Core Value**

- Down-to-Earth
- Value Creation
- Self- Devotion
- Service to Society



- **Humanity based- Self -awareness / Self Transcendence / Honesty & Integrity**
- **Excellence in Corporate Social Responsibility**
  - Not only to donate money, we **physically contribute** ourselves by offering our help to those who really need.
  - Earth protection and environmental friendly activities under **worldwide** basis.



# Our Mission

- We are committed to enriching entertainment experiences and promoting effective communication among people.
- We strive to be a global corporate citizen that contributes to society.



# Charity Activities in Taiwan



After-class accompanied study to those children from low-wage family weekly



Volunteer for story telling team

Donation for Morakot victims

# Charity Activities in Taiwan



Clean up the World

# Charity Activities in US



Making Strides Against Breast Cancer



**AverMedia Scholarship**

- make a better environment and is conscious about its corporate practices.



Employees donate their time to read and interact with children at the San Jose Invision women's shelter.



California's Coastal Clean-Up Day

# Charity activities in Thailand



Clean up the World



Donated AVerVision130 to the Rural Schools



Blind School Donation



Blood Donation

# Charity Activities in Europe



Pupils have lots of fun interacting with staff at Fairfield's Special School



Charity at the New Academy Delft

