



## Digital Mobile TV Leader Siano Raises \$20m in Growth Round Led by JVP

---

### Capital will Enable Company's Expansion into North America

**Netanya, Israel, May 24, 2011** – Siano Mobile Silicon ([www.siano-ms.com](http://www.siano-ms.com)), the world's leading supplier of digital mobile TV receiver chips, announced today that it has completed a \$20 million expansion capital financing round. The round was led by leading Israeli venture capital fund, Jerusalem Venture Partners (JVP). The proceeds of the current round will be used for expanding the Company's innovative product line as it extends its geographic presence in the emerging North American mobile ATSC (Advanced Television Systems Committee) market.

With approximately 50% market share in China and Latin America for chipsets that allow the reception of digital TV on mobile, portable and hand-held devices, Siano is the de-facto leader of the digital mobile TV market in these regions.

JVP, an investor in Siano since its inception, is a leading Israeli venture capital fund, managing over \$850 million in assets. JVP was recently voted best venture capital firm in Israel and one of the top three in Europe by Private Equity Magazine.

"The whole concept of TV viewing is evolving," said Alon Ironi, CEO of Siano. "Today, TV consumers seek constant access to their favorite TV content – irrespective of the medium, their location or device. As more and more consumers use smartphones and tablets to watch their favorite content, our technology is going to become increasingly important."

North American broadcasters are now preparing to deploy mobile ATSC, and, with market experts estimating an installed base of roughly 70 million tablets in the US within two years, the U.S. market serves as a natural extension to our strong position in other markets. Over the last few weeks, we have been finalizing our new line of innovative solutions to meet the unique needs of the U.S. market, and the new funds will be used to implement these plans," added Ironi.

Gadi Tirosh, a General Partner at JVP, will be joining Siano's Board of Directors as part of the round. "JVP has been an investor in Siano from its inception through its present rapid growth phase," said Tirosh. "The current round is directly in line with our strategy of actively supporting our most promising companies, as we build them into prominent international entities. Over the last 4 years Siano has evolved into a major force in the digital mobile TV space, taking the lead in both China and Latin America, and we view the company's expansion into the North American market as a major step in its ongoing growth and diversification strategy".

###

### About JVP

JVP is a leading venture capital fund, headquartered in the JVP Media Quarter in Jerusalem with offices in New York, Los Angeles and Paris. Established in 1993, JVP manages over \$850 million dollars through eight venture capital funds, spearheading, in its seventeen years of activity, some of Israel's largest exits. Most recently, JVP's portfolio company QLIK Technologies (NASDAQ: QLIK, \$2.4bn) was listed on NASDAQ being cited as one of the most successful IPOs of 2010. The JVP Media Quarter is home to 12 of JVP's portfolio companies, the Fund's early stage incubator, JVP Media Labs, which invests in early stage media companies targeting fields such as: Web, mobile, advertising, gaming as well as enterprise software. The JVP Media Quarter is also home JVP's Community activities: The Lab, the Center for Performing Arts, and "Bakehila" the youth empowerment program supporting up to 3,000 youngsters in 5 underprivileged Jerusalem neighborhoods. For additional information please visit: [www.jvpvc.com](http://www.jvpvc.com).