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## SiRF Technology, Inc Q2 2008 Earnings Call Transcript

### Question-and-Answer Session

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**Operator**

Certainly.

**Dado Banatao**

I should point out there are certain issues of legality relating to various customers or partners that are -- that we are required to respect, and this may limit how completely we are able to answer your questions. We'll take the first question now.

**Operator**

Certainly. Please limit yourself to one question and one follow-up. We will take our first question from the site of Brian Modoff of Deutsche Bank. Go ahead please.

**Brian Modoff**

Hi guys. A couple questions. First, on the PND side of the market, what do you think's happening with your market share in that side? Do you see any deterioration in your market share in the PND side specifically with domestic customers such as Garmin? Second, on traction in the handset side, when could we see your volumes step up with some new customer wins on the handset side? Thank you.

**Rob Baxter**

Okay, Brian, this is Rob Baxter. I'll take the first question, and I'll hand the second one to Kanwar. We talked about the market share issue before in PNDs. As we said before, at the major suppliers, they typically are multisource, their platforms. There are many platforms that they produce. And we are heavily engaged in many of those platforms, and we're also not engaged in some, in the largest suppliers. The revenue and the production volume we get depends on which platforms end up getting sold. That's been the case for the last year to 18 months, so that's not changed. What is very positive from our point of view is our traction that we're getting in new designs with the new products that Dado mentioned, the Prima SSC which is the most integrated entertainment and navigation platform for this industry. So that is gaining a lot of traction at the design level. Also III GW, which is the highest performance discrete GPS device. So it swings around. We win some platforms, we lose some platforms, Brian. We expect, and our focus is really on winning the majority of those platforms going forward with the new products that we're developing.

**Dado Banatao**

On the wireless side, as you have seen, wireless is becoming an increasing part of our product mix, and it is one of the segments which is still showing growth. The new handsets which some of our customers have launched, clearly are starting to ramp up, and we see the positive impact of them in the next few quarters. But the wireless market overall for us is becoming a bigger part of our revenue mix.

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