



Innoviti Embedded Solutions Pvt. Ltd., Bangalore, India  
Winedge & Wireless Pte. Ltd., Singapore

### Press Release

## **Innoviti and Winedge Develop Custom RF ASIC for Innoviti's Next Generation vaayu™ Product**

**Bangalore, June, 2005:** Innoviti Embedded Solutions Pvt. Ltd., a leading developer of innovative consumer communication products from India, today announced that in collaboration with Winedge & Wireless, Singapore they have developed a custom RF ASIC for Innoviti's next generation of **vaayu™** wireless adaptors. This is the first time that a complex RF ASIC is being developed exclusively for a consumer communications product targeted for the Indian market, and is indicative of the maturing happening in the technology development space in India.

**vaayu™**, a wireless adaptor for dial-up modems, designed by Innoviti, is an innovative product that allows you to make your laptop's existing dial-up modem wireless, without having to pay any extra "monthly rentals" for going wireless. It allows the consumers to "go wireless on their own" and has been designed without any software installation or configuration being required on the users laptop. Its innovative design has won it the **Design Excellence Award for the Best Consumer Electronics Product from Businessworld and NID recently**. "A key element of the design was a cost effective RF chip at 900 MHz that allowed for a compact RF board design. We explored the market for various solutions and finally entered into a relationship with Winedge & Wireless, Singapore, for development of a custom chip around their 904 platform. Called the IN904, this chip provides us all the required features and could help us in achieving the compact design that we need for **vaayu™**", said Ashok Baragi, Vice President Engineering, Innoviti.

"**vaayu™** was a challenging application due to the high SINAD (Signal to Noise and Distortion) requirements and small form factor. Designing a solution that would meet Innoviti's performance requirements was a challenging problem, and we are glad that we could offer a solution that finally met their requirements," said Steven Santiago, Technology Director, Winedge & Wireless.

**vaayu™** is currently being sold through online retail and channel partners in Mumbai, Bangalore, Hyderabad and Chennai. It is available through retail showrooms in Chennai and Bangalore. In the next 3 months, the company will be expanding partners to the north and east of India for availability throughout the country. The product has three design patents awarded and two pending.

### About Innoviti, India

Innoviti Embedded Solutions is focused on developing consumer communication products for the world markets. Its aim is "simplifying communications" by delivering truly simple-to-use communication products that make communication a more enjoyable experience. It was founded in late 2002 by a team having extensive experience in communications technology business.

innoviti™ and vaayu™ are trademarks of Innoviti Embedded Solutions.



### **About Winedge & Wireless, Singapore**

Founded in February 1995, WinEdge & Wireless is a developer and provider of high-performance, cost-effective wireless Systems on Chip (“SoC”) semiconductor solutions for the consumer and industrial electronics market.

With the company’s advanced radio frequency chip design capabilities, and excellent system knowledge on digital, analog, and mixed-signal integration, WinEdge is presently the leading Singapore based fabless semiconductor company that delivers trusted, innovative, and cost-efficient wireless SoC solutions that enhance customers’ product performance, functionality, and pricing. Over the last 3 years, the company has gained recognition from several reputed agencies like the Singapore Economic Development Board, and International Enterprise Singapore as one of the leading IC design companies.

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