



Plextek

Autumn/Winter 2002

Investing in technology again

The predicted upturn in technology fund investment will mean that technical due diligence will assume critical importance for deal-doers in high technology areas. Investors must ensure that products and R&D resources are capable of supporting business plans. The Strategic Consulting Group offers services to assist venture capitalists and fund managers in their due diligence investigations.

The team that set up Plextek Ltd in 1989 did not think that the company would eventually be doing so much work for venture capital companies. With nearly 100 staff, the company is probably Europe's largest truly independent consultancy specialising in high-tech electronics and communications system design

The design work the company undertakes means that it must operate at the leading edge of electronics technology and employ world standard experts in hardware, software and system design together with supporting activities in manufacturing technology.

The skills and experience in developing and delivering product and system designs for clients means that increasingly deal doers call on

Plextek to perform technical due diligence on the products and R&D teams of companies seeking finance.

With the increasing complexity of electronic products it can be difficult to determine the real status of a product design. Some of the questions that investors might (and should) ask of the companies in which they are considering investment include:

- Will it work?
- Is it complete?
- Is it suitable for manufacture in the volumes in the business plan?
- Is the technology compatible with the commercial and business strategy?
- How valuable is any intellectual property?

- Does it meet all the necessary specifications, standards and regulatory requirements?
- Is it supportable and documented?
- Is the success dependent on key technical staff?
- Will the R&D team be able to innovate and develop the products that will ensure that the company has a long-term future?

It is often easy for investors to ask prospective investees the wrong questions and they may be ill equipped to verify the answers they receive. This is where Plextek's approach has proven effective.

For further information, please contact strategic@plextek.co.uk ↗

On the move with new phone See it at 3GSM in Cannes

Plextek is working with AlphaCell, a designer of advanced wireless multimedia devices, to develop the latest in 2.5G multimedia handsets. The new M5 offers a powerful and flexible solution for customised rich-media handsets that will attract the booming young people's market, yet still appeal to business users.

Making its debut at the 3GSM World Congress in Cannes, this device has a sleek design, appealing shape and convenient pocket size. It will work on GPRS networks worldwide, and will offer the most up-to-date gaming, multimedia and personal information management software.

Many applications and services include an integrated digital colour camera and the ability to play and capture video and music. With four programmable soft keys, conveniently located around the screen, the phone has an innovative gaming environment. As well as browsing the internet through WAP 2.0 and i-mode, through the Bluetooth handset users can connect easily to other digital devices nearby.

AlphaCell has designed and implemented the multimedia and user interface software while Plextek has integrated the GSM/GPRS baseband and radio hardware for the phone, as well as the handset using Bluetooth technology.

Last month AlphaCell signed a Memorandum of Understanding with leading mobile operator in Israel, Partner Communications Company Ltd, which operates under the Orange brand name

(NASDAQ and TASE: PTNR; LSE: PCCD) ('Partner'). This is for the design and manufacture of an advanced rich media smartphone, planned for launch into the Israeli market in 2003.



For further information, please contact gprs@plextek.co.uk ↗

Mobile mission to Japan

Plextek recently took part in Mobile UK, a trade mission to Japan, organised by Trade Partners UK, with the support of the Department of Trade and Industry, the British Embassy in Tokyo, the Osaka Consulate and Osaka Chambers of Commerce.

During the visit, Plextek's Director of Strategic Consulting, Graham Maile presented seminars in both Osaka and Tokyo, drawing in a combined audience of over 300 senior managers. Talking about 'Making Mobile Data Happen', Graham explored the current status of mobile multimedia and the challenges currently facing the industry, also describing some key emerging services and technologies. Advanced handset and data card products, developed by Plextek, illustrated the presentations.

Plextek's Strategic Consulting Group has carried out more than 20 projects over the past four years for Japanese clients. These have covered a broad range of market, technology, regulatory and network services topics. Recent assignments include, reporting on the current and future plans for 802.11x public access deployment, 2G and 3G product roadmaps, and intellectual property ownership in relation to telecommunications standards.

Dr Maile said of the visit "Not only was this an excellent opportunity to make more companies in Japan aware of the services that Plextek offers, it was also a chance to meet our existing clients with whom an excellent relationship has been established over the years." He added "The reception to the talks, on a topic which is very close to the heart of Japanese operators and manufacturers, was tremendous.



Since my return to the UK I have been in dialogue with several of the companies that I met about how we can help them with their business development."

For further information, please contact strategic@plextek.co.uk ↗

Stop press

Red Marvel demos at Cannes

Plextek will present a working demo of Red Marvel – the PC card that gives Tri-band GSM/PCS and IEEE 802.11b wireless connectivity in a single package – at the 3GSM World Congress, Cannes, (18–20 February).

For further information, please contact exhibitions@plextek.co.uk ↗



Alliance with Global Communication Semiconductors

Global Communication Semiconductors (GCS) has made a significant strategic alliance with Plextek. Plextek has chosen GCS as a 'foundry partner' to offer their customers III-V compound semiconductor foundry services and GCS has chosen Plextek as a UK design resource to assist customers that need IC design services.

On the alliance, Liam Devlin, Plextek's Director of RF Integration said: "We're very pleased to

be working with GCS. Their InGaP and InP HBT processes are state-of-the-art and can offer significant advantages for the realization of power amplifiers, low phase noise oscillators and broadband DC coupled amplifiers."

GCS and Plextek will offer complementary services to those customers requiring assistance in either design and/or fabrication of III-V compound semiconductor IC's.

For further information, please email rfic@plextek.co.uk ↗

Plextek joins global DSP third party network

Plextek is now a member of Texas Instruments Incorporated (TI) third party network, joining a select, yet extensive group of independent companies and consultants providing Digital Signal Processing (DSP) development support for developers of TI's TMS320™ family of DSPs.

Colin Smithers said: "Over many years, Plextek has developed numerous DSP-based technologies, including software radios, digital modems, equalisers, and FEC decoders".

For further information, please email dsp@plextek.co.uk or log onto www.ti.com/sc/3p ↗

Design services in Israel

Electronics distributor ORMIC Components Ltd will represent Plextek in Israel. Established in 1997 in Tel Aviv, ORMIC will promote Plextek's design services throughout Israel, a country that has a flourishing electronics design industry.

ORMIC is a leading supplier to the aerospace, telecommunications, data communications, and defence markets.

For further information, please contact mktg@plextek.co.uk ↗

Events

FEBRUARY

3GSM World Congress 2003

Stand G54
Palais des Festivals, Cannes, France
18–21 February 2003
www.3gsmworldcongress.com

Southern Manufacturing 2003

Stand D39
Thorpe Park, Surrey, UK
19–20 February 2003
www.industry.co.uk/event.asp?contsupref=south2003

MARCH

Optical Fiber Communication Conference 2003

Booth No. 7537
Georgia World Congress Center
Atlanta, USA
25–27 March 2003
www.ofcconference.org

MAY

COG 2003

Stand 14
Beardmore Conference Hotel
Glasgow, Scotland
19–21 May 2003
www.cog.org.uk

JUNE

Paris Air Show

Le Bourget, Paris, France
15–22 June 2003
www.paris-air-show.com

For further information, please email exhibitions@plextek.co.uk ↗