

## **Blu-Wireless Technology Ltd – The Single Chip 60 GHz WiFi Company**

### **Market Opportunity**

Blu-Wireless Technology (BWT) is a fabless semiconductor company developing low cost multi-Gigabit WiFi products set to become a core component of all tomorrow's consumer electronics devices.

Mobile networks are struggling to support the exponential growth in demand for HD video on portable devices such as Smartphones and Tablet computers. Massive investment in the new 4G LTE networks will still not keep up with this demand. To address this opportunity BWT is developing products that will allow mobile operators to offload video from their network by the instantaneous syncing to portable platforms - using technologies such as Apple's "iCloud", Sky's "Anytime+" and Google's services.

The company is in advanced discussions with Consumer OEMs, WiFi Module manufacturers and mobile operators in Japan that will lead to significant pre-product revenue during 2012.

The WiFi Alliance forecasts over 15% of WiFi devices will incorporate 60 GHz technology by 2015 and this market sector will reach over \$1.5B that year with an annual growth rate of over 100%.

### **The Product**

The unique single chip 60 GHz transceiver being developed by BWT will be of significantly reduced cost and power when compared to the anticipated competing products.

The company has already created an extensive patent portfolio around our unique **HYDRA** baseband technology, RF design, low cost packaging and efficient signal processing for gigabit data rate processing.

Demonstrations of >2Gbps data transfers have already been made to our now 'highly excited' Japanese customer base.

### **The Company**

Blu Wireless was founded in 2009 and comprises a team of 12 industry veterans bringing expertise of wireless, baseband & 60GHz RF design combined with a proven management team.

To dramatically cut development risks and costs the company has structured an innovative development approach based on collaboration with Tier1 industrial partners. BWT's product exploits already mature baseband and 60 GHz RF on CMOS technology from our technology partners.

The company is based in Bristol and has offices in Eindhoven and Yokohoma, Japan.

On the back of seed funding from founders and Angels in 2010 the company has built out its IP platform, secured key development partnerships and is now in advanced discussions with target customers.

Discussions with M&A specialist confirmed that BWT will be ideally placed to benefit from the lack of companies with this emerging technology as *"scarcity value should drive returns going forward."*

***"In our experience there are a variety of semiconductor segments (e.g. analog / mixed-signal, RF) where a small, focused team can build a market-relevant product with less than \$25M of invested capital, which significantly enhances the probability of a positive return"***

**Source: PageMill Partners**

Please also follow the link below to see Blu Wireless in the press.

<http://siliconsouthwest.co.uk/index.php/2011/10/is-scarcity-driving-up-the-value-of-semiconductor-start-ups/>