



# Company Profile

## Overview

Wisair is a fabless semiconductor company providing Ultra Wideband chipset solutions based on WiMedia and Certified Wireless USB, to enable high bit-rate, low power, and low cost applications for personal computing, consumer electronics, and mobile devices.

A technology leader in the UWB arena, Wisair holds multiple UWB patents and is a member in the WiMedia alliance, the Wireless USB Promoter group, and the Bluetooth SIG.

## Why UWB?

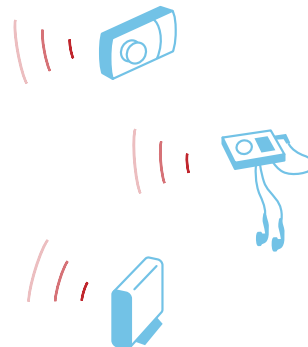
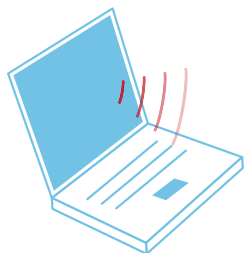
Many technologies used in the digital home, such as media transfer, digital video and audio streaming, require high-bandwidth to exchange data. While portable devices are shrinking in size, they are boasting increasingly larger storage space to hold digital media, such as photos, music and movies. Together with the increase in portable device popularity, consumers are expecting to have convenient ways of moving and sharing content between their multiple mobile and home devices.

For example, users would like to wirelessly stream video from their camcorder to large displays, or be able to exchange photos between cameras. Yet today's wireless personal area networks (WPAN) do not meet the high bandwidth needs of consumer devices.

Ultra Wideband (UWB) technology answers these requirements, by enabling wireless connectivity with high data rates (up to 480 Mbps) across multiple devices and PCs, while addressing cost, power consumption, and physical size requirements.

As a complementary technology to existing wireless technologies such as WLAN, Ultra Wideband and Wireless USB can:

- Eliminate the clutter of cables and enable high-speed wireless connectivity for PCs, peripherals, and CE devices, such as printers, external storage devices, and digital cameras.
- Provide new functionality by allowing fast wireless digital data exchange between two devices, without passing through the PC—for example, passing a music file between one portable MP3 player to another.



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### Why Wisair?

With several decades of combined experience in the wireless industry, Wisair provides unmatched technical excellence and expertise.

Wisair has assembled in house all the required expertise (RF IC, Analog, VLSI, PHY, MAC, software, and system design) to provide complete UWB solutions. These capabilities have enabled Wisair to offer Ultra Wideband solutions with outstanding performance, robustness and coverage.

Wisair's complete solutions include reference designs, RF and antenna, software and drivers, and offer outstanding performance, robustness, and coverage, which are critical for wireless personal area network (WPAN) type of applications.

### About Wisair

Wisair was founded in 2001 and is a member of the RAD group, a family of independent companies based in Israel, who develop and market solutions for diverse segments of the networking and telecommunications industries.

Wisair's initial product offering is designed and optimized for the Wireless USB market. Based on its single CMOS chip, Wisair provides complete solutions for both host and device Wireless USB applications, such as notebooks, printers, digital still cameras, and camcorders.

A well-funded company, Wisair investors includes Apax, Intel Capital, NTT, NIF Ventures, Vertex, RAD Group, Tamar Ventures, and Tomen Electronics. Wisair is headquartered in Israel, and has offices and representatives in the USA, Japan, Korea, Singapore and Taiwan.