

## CORPORATE PROFILE



# SIGPRO's Centium™ chip to empower the individual

*Clients admire SIGPRO's development of breakthrough technology; employees say it's a great place to work.*

BY LOUISE RACHLIS

Over and over, SIGPRO employees use the words "creativity" and "friendly" to describe what it is like to work in this exciting year-old company.

"A CEO with a vision I can share, a young team I can help, seeing something new and innovative being built that will change the future, working with people I respect and who respect me...these are only a few of many reasons why I like to work for SIGPRO," says John, a senior employee.

"The team spirit here is great," adds Jay, another SIGPRO employee. "SIGPRO Wireless is a stimulating place to work, with a clear vision and an extraordinary future."



The growing SIGPRO family

— Citizen photos

sonal communication, computation, information, navigation, and entertainment services to individuals anywhere.

From a modest start in its founder's basement last year, SIGPRO has grown rapidly into a well-structured high-tech company, firmly focused on the development of a breakthrough engine for 3G and 4G mobile wireless handsets. SIGPRO thus addresses a huge, fast-growing and global market driven by recurring consumer demand for converged mobile wireless multimedia services.

The company currently has about 45 employees, 80 per cent of whom are involved in R&D. "SIGPRO has been extremely successful in attracting top R&D talent with decades of experience from companies such as Nortel, RIM, Nokia,



Fun with foosball

PMC-Sierra, Alcatel, and Telesat," says Dr. Murthy. The workplace of choice for some of the region's top Wireless Systems, ASIC, and Software engineers, SIGPRO Wireless Inc. is expected to grow to 150 people by the end of 2002.

The company is currently fund-

ed by Canada's leading venture capital companies: Skypoint Capital Corporation and Celtic House of Kanata.

"SIGPRO is focused on developing a breakthrough product prior to any significant marketing activity," says Dr. Murthy.

SIGPRO's CEO is confident that the current context is highly favorable to high-tech start-ups. "For



Achievement awards

Pre-IPO startup companies, this is the best time for product development," he says. "They have access to more resources and experience less pressure from investors with respect to an exit event. Their engineers can put their heads down and concentrate on creating the best technology."

Recognizing the company's priorities, SIGPRO keeps a tight rein on its marketing expenses. "Many Pre-IPO companies get carried away to seek popularity and hence spend a lot of effort and money in early stage marketing," explains Dr. Murthy. "In my view, every company has to have a critical technology and

therefore needs to focus initially on getting that technology to a proof-of-concept or a prototype stage."

When marketing and business development efforts subsequently top that, "it makes a lot of sense," he says. "Overdoing marketing at the angel or A-series funding stage can cause more damage than good to the company. In my view, marketing effort should be precise, focused, channeled to reach three clients, viz., future employees, future investors, and future customers, perhaps in that

order."

To mark SIGPRO's first anniversary celebration on May 29th, the company announced a scholarship to be awarded to two outstanding undergraduate students entering fourth year in the faculty of Engineering and Design at Carleton University. "This scholarship is to encourage and promote young talents entering into wireless systems and digital chip design areas," says Dr. Murthy. "Several of our engineers were educated at local universities such as Carleton and the University of Ottawa, and they are contributing to make SIGPRO's Centium™ chip a reality by early 2002. By mixing both young and experienced workers, we have been able to create the magic mix of enthusiasm and leadership that is required to meet the challenges of a high-tech startup."

Headquartered on Woodward Drive in Ottawa, SIGPRO is in the process of opening offices in Southern California and Southern India.



Working with strategic partners

## What SIGPRO employees are saying:

*I enjoy the challenge of building SIGPRO up into a first class high-tech company.*

— Gary

*A CEO with a vision I can share, seeing something new and innovative being built that will change the future, a flat organization with big plans; these are only a few of many reasons why I like to work for SIGPRO.*

— John

*I am accomplishing much more at SIGPRO than I would elsewhere.*

— Jay

*SIGPRO's culture of stimulating creativity while keeping focused on targets is why I am happy to be a member of the team*

— Amirul

*I have never worked at a more friendlier company. I was made to feel like a valued team member from the day I joined.*

— Humayun

*...being able to work with interesting and cutting-edge technology, together with being in a work environment that is friendly and that encourages constant personal and professional development.*

— Mark

*Being around some of the brightest minds in the Semiconductor and Wireless industries makes me feel more challenged and I feel this leads to setting higher personal goals.*

— Maiyuran

*SIGPRO has been a great place to embark on my career in ASIC design.*

— Sri

## SIGPRO celebrates its first anniversary

**Heartfelt thanks to our investors, employees and all others who supported our activities and contributed to our growth.**

# SIGPRO Wireless

*empowering the individual*

*At SIGPRO Wireless we develop System-on-Chip (SoC) solutions for mobile wireless personal communications devices (PCDs).*

## Job openings in all areas; Growing steadily



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### ASIC/Hardware Engineering

Director, ASIC group  
Chief ASIC architects  
Sr. Digital ASIC designers  
Sr. FPGA designers  
ASIC/Systems test engineers  
Cores integration specialists  
Foundry services specialist  
Digital HW engr. (board level)  
RF transceiver designer

### Systems Engineering

Chief systems architect  
Sr. systems engrs. (wireless)  
Applications engineers  
Patent engineer

### Software Engineering

Director, Software group  
Sr. embedded SW engineer  
Sr. SW Engineer (EPOC, ARM9)  
SW Engineer (VxWorks)

### DSP Engineers

DSP (Oak, Teak) engineers  
Algorithms (Rake, Sync)

### Business Development

Director, Bus. Dev.  
Director, Sales  
Account Manager  
Product Manager  
MarComm. Specialist