

TITANS OF TECH 2001

Sigpro Wireless

Sundara Murthy, CEO, Sigpro Wireless



Soon, vacations may not seem so impossible to the person whose business lifeline depends on steady e-mail and Internet access. On the same hand-held device, we will be able to plot a hiking trail via a global positioning device, speak to a friend by cellphone, check e-mail, log onto the Internet, and listen to our favorite band by MP3. This is the new technology of Sigpro Wireless—a company dedicated to the shrinking and merging of personal communication devices (PCDs).

Sigpro's founder and CEO Sundara Murthy and colleagues worked for several months out of a basement office, 'architecting' a technology.

We called it 'underground development,'" Murthy recalls, smiling. In May 2000, Sigpro received funding and moved to its present location in the west end. Staff now numbers 45. Sigpro is developing a Centium chip for use in PCDs, which will converge multiple functions into one device. The technology will be compatible with most standards, so the PCDs will work anywhere on the planet.

Murthy believes that success depends on experience and knowledge. "Gone are the days when only a Harvard MBA could develop a company. As a CEO, you need what I call 'Techno-Economic Sense.'" Murthy's mix of business experience and technical expertise have

helped Sigpro succeed during an economic collapse. His resume boasts four university degrees, including a Ph.D. from the University of Essex. He has over 20 years of experience in the high-tech industry.

Murthy says the future is bright for Sigpro Wireless. Estimates show that by 2003, there will be 1.6 billion subscribers for PCDs. "We plan to go IPO and grow to a staff of about 1,500 people," Murthy says. When Sigpro's chip is launched in 2002, the company will hire more staff in marketing and sales. "The PCD market is effectively 100 times larger than the PC industry," Murthy sums up. "We're only at the start of the slope." ■