

## ItoM Press Release

# ItoM opens new competence centre in Enschede

### Aims to play a key role in Twente's growing mixed-signal ecosystem

Eindhoven, the Netherlands, June 1, 2017 - Semiconductor Ideas to the Market (ItoM) B.V. today announced the opening of company's second competence centre. This new site, located in Enschede close to the University of Twente, will be led by Managing Partner Edwin Veldman. The centre will strengthen ItoM's RF transceiver and adaptive signal processing expertise and IP portfolio. It also builds on the growing ecosystem of independent IC design capabilities in the region.

"Enschede has rapidly become recognized around the world as a key location for analog, RF, and mixed-signal IC design and development in The Netherlands", commented Edwin Veldman. "One of the reasons for this success has been the effort put in by Professor Bram Nauta as the head of the IC-Design group at the University of Twente. By opening our second competence centre in Enschede, we plan to build on that success. It allows us to intensify our close cooperation with Bram's team and are delighted about the available advanced RF-lab facilities."

According to Professor Bram Nauta, "For some time analog and RF electronics have been perceived as 'old-fashioned', partly because it requires a lot of experience to get it right. With ItoM joining the growing ecosystem in Enschede, it means there is now a solid platform my students can use to bridge the experience gap and a reason for senior engineers to remain in the area. Combine that with the entrepreneurial spirit and open innovation encouraged by the University of Twente, and people are seeing that analog is the 'hot topic'. As I say to my students, digital is about features, but analog is about performance."

The first steps for ItoM Enschede will be to grow the Analog and RF team, which will initially focus on internal IP development. The next step is to expand the team into a full multi-disciplinary competence centre offering system level support to significantly reduce time-to-market for new wireless connectivity designs. This will also allow ItoM to address business opportunities beyond RF front end and IoT RF transceiver markets.

For more details, please visit [www.itom.nl](http://www.itom.nl).

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### About ItoM

ItoM is a privately-held, internationally recognized mixed-signal IC & system design company, with a unique track record of innovations and focus on RF transceivers and broadcast tuners. As well as proven design capabilities, ItoM has a valuable portfolio of verified system IP blocks currently in production with its customers. These include ground-breaking ultra-low-power IP blocks enabling the next generations of IoT RF transceivers, and are complemented by an extensive portfolio of adaptive signal processing technologies. Founded in 1998 ItoM has successfully grown to a world-class team of 30 FTEs and has offices in Eindhoven (headquarters) and Enschede, The Netherlands.

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