



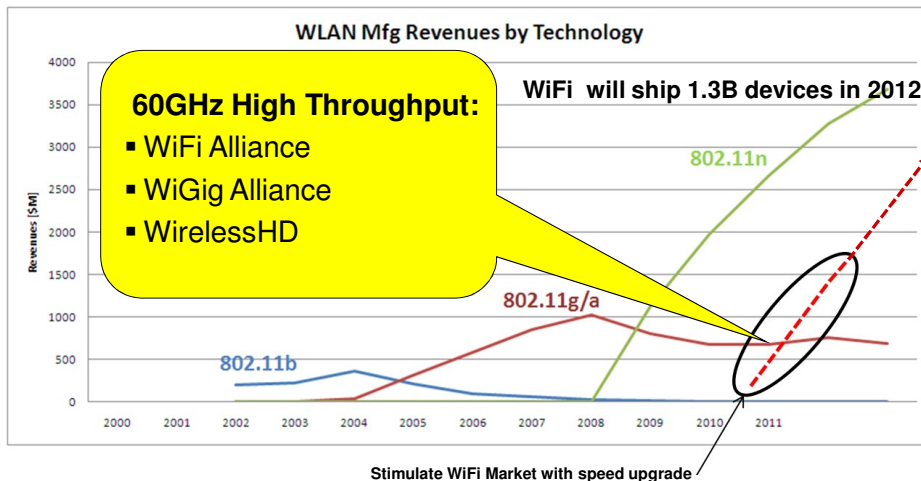
Startup Fabless Semiconductor company building gigabit speed wireless

Targeting volume opportunities in newly unlicensed 60GHz (mmWave) bands

The mission of Blu-Wireless is to be the leading supplier of Single Chip 60 GHz products



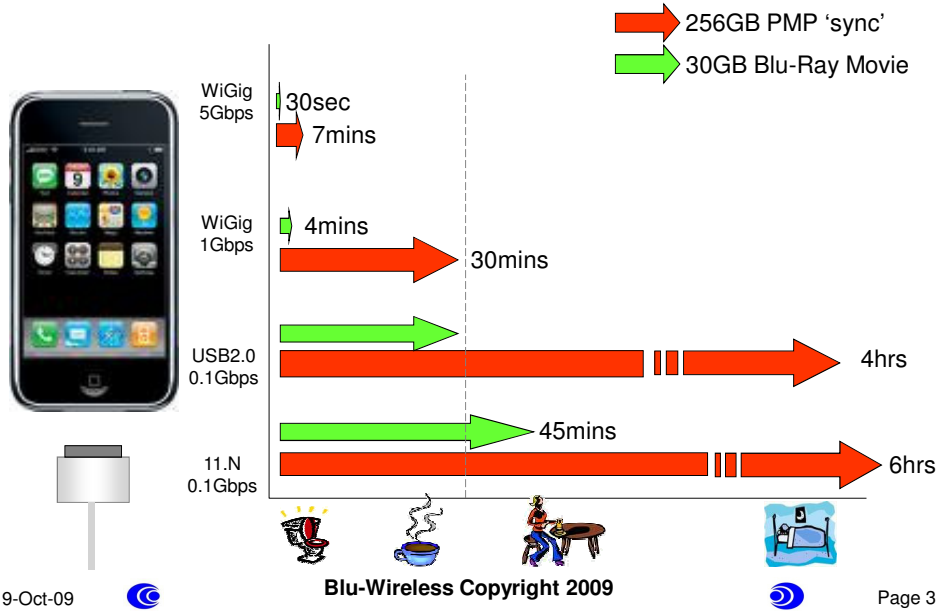
The WiFi 'Cycle'



60 GHz IS Next Generation Performance WiFi

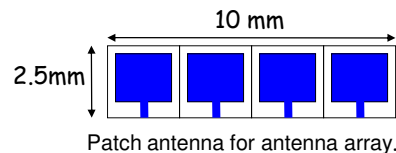


“Sync-and-Go” of PMPs, Mobile Phones



Blu-Wireless : Single Chip 60 GHz

- At 60GHz, the package **IS** the Antenna
- Both chip and package design are required to meet 60GHz requirements
- Combining Baseband and radio functions in a single chip minimises area, power and cost



Problems & *Blu* Solutions for 60 GHz

- Multi-gigabit communications require multi Giga-ops of processing for complex wireless algorithms with unstable standards.
 - *Blu*: World class high performance parallel processor
 - *Blu*: Multi-gigabit, multi-standard, programmable wireless DSP
- 60 GHz requires phased array antennas and electronic beam steering to achieve required radio signal strength and range
 - *Blu*: Combined package & antenna array for low cost
- Development of 60 GHz RF on standard CMOS processes is technically challenging.
 - *Blu*: 60 GHz RF CMOS front end available in 40nm CMOS

Equivalent to >3 years head start to Single Chip

The technical challenges for multi-gigabit communications at 60 GHz inhibit new entrants



Markets & Plan

- Focus on Japan as lead market
 - Local Japanese sales active
- First marketing mission in July 2009 led to strong interest from OEMs and module makers
- *Expressions of Interest* and follow up discussions with:
 - Murata
 - Fujikura
- Three year plan to reach production:
- Seed funding of £1M to reach first prototype by e/2010



The Blu-Wireless Management Team

- Collective experience of greater than 20 SoCs development for high volume consumer markets in computing, wireless and audio/visual
- Mark Barrett - CEO
 - 25yrs experience in RF and Wireless SoC development and Mktg roles
 - Created company & led development of worlds 1st cordless Bluetooth phone – Mansella
- Ray McConnell - CTO/COO
 - 25year experience in GFX and DSP intensive processor technology
 - Involvement in multiple high-tech start-ups over 20year period
 - With a team of experienced performance DSP implementation engineers
- Dr Brian Minnis - Chief Scientist
 - NXP's Head of Research into future radio device architecture.
 - Over 30 years experience in microwave, millimetre wave with Philips Research



Blu Wireless Summary

- 60 GHz IS next generation high performance WiFi
- Blu have a very experienced team
- Blu have a three year lead on 60 GHz RF
- Blu are building a unique baseband processor
- Blu is using a partnership model to reduce costs and risks
- Seed Funding of £1M required to reach first prototype milestone



Thank You!

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