

Innovative Silicon Solutions for Gigabit Data Transfer

The rapidly changing world of IT and communication technology depends heavily on high bandwidth and high-speed data links. The German Inova Semiconductors GmbH has successfully developed a high-speed serial link with a data rate of 1.32 Gbit/s allowing high speed data transfer for a broad range of industrial and commercial applications.

The company was established by Mr. Robert



Kraus and Mr. Josef Kreindl in 1999 in Munich as a subsidiary of Inova



The company's CEO and technological mastermind, Robert Kraus has turned an innovative technological solution into a highly successful product line for high-speed serial data transfer at Gigabit rates

Holding GmbH, which also includes the Inova Computers GmbH and its subsidiaries. The company

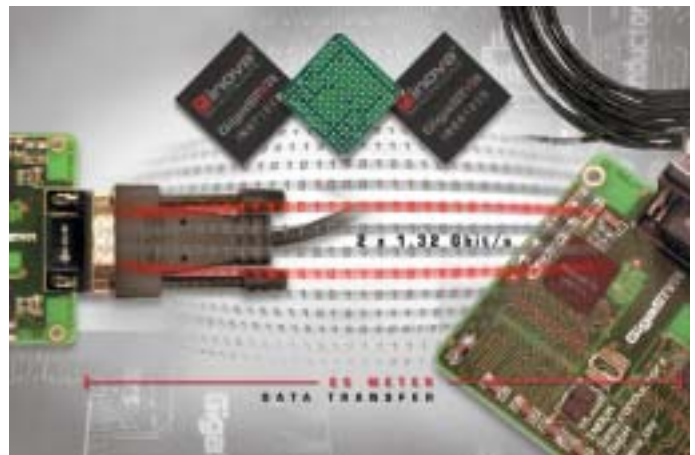
produces state-of-the-art, high-speed semiconductors for communication products with Gigabit data transfer rates. Within a very short time, Inova Semiconductors successfully gained a worldwide reputation as a leading expert in the development, manufacture and worldwide distribution of innovative Gigabit link semiconductors for serial data communication. In 2000, Inova Semiconductors became a wholly owned subsidiary of the then founded Inova Semiconductors Holding. The group also established its US subsidiary in Phoenix, Arizona in 2001.

Today, Inova Semiconductors, which realized an annual turnover of around 1 million Euros in 2002, and expects major growth with a turnover ranging between 3 and 5 million Euros in 2003, has successfully established a leading position within the international markets for high-speed data transfer. "We have established a worldwide, high-quality distribution net-

work in order to bring our products to our customers in all parts of the world. Currently, more than 100 customers, amongst global players in the field of IT and multimedia markets fully rely on our competence and expertise in high-speed data transfer", the company's co-founder and CEO, Robert Kraus points out in our interview. Moreover, Inova Semiconductors closely co-operates with system partners and leading worldwide semiconductor manufacturers to ensure the highest perform-

ance and quality for their customers.

The cornerstone of the company's success is its highly innovative GigaStar (Gigabit Serial Transmit and Receive) product line. GigaStar, a serial link with a data rate of 1.32 Gbit/s allows high-speed data transfer for a broad range of in-



With GigaStar technology, Inova has established a new technical standard for stable and reliable high-speed point-to-point communication with a bandwidth up to 1.32 Gbit/s per channel

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industrial applications such as automated testing equipment (ATE), high-speed printers/scanners, military radar/scanning systems, data multiplexing systems and medical equipment. "With our serial data transfer system, we have established a new technical standard for high-speed point-to-point communication with a bandwidth up to 1.32 Gbit/s via one pair of shielded twisted copper cables over extended distances of 50 meters and beyond", Mr. Kraus underlines.



GigaStar high-speed data transfer enables intelligent car assistance systems, including lane departure warning, camera-based night vision distance measurement and warning, sign detection and intelligent rear vision

Inova Semiconductors' GigaStar technology has achieved major advancements in digital visualization and infotainment systems replacing countless analogue solutions currently being used – an enormous emerging market segment stimulated by the rapid drop in cost of digital flat screen TFT displays. The company's display link technology, a GigaStar-based solution for long distance display links is already being used in a wide range of modern infotainment systems, interactive remote terminals (human machine interface), video broadcasting systems in buildings and offices, and high-resolution camera surveillance systems. "Our latest product, the GigaSTaR Digital Display Link was designed



GigaStar enables the reliable transfer of Gigabits/s of data in real time with low latency – a key requirement for integrated in-car computing and infotainment systems

to cover all the needs of latest interactive multimedia applications, yet with all the outstanding characteristics of the GigaSTaR platform, for example stability and reliability", Mr. Kraus stresses.

Finally, GigaStar technology provides an opportunity within the automotive segment for Inova Semiconductors' products. With GigaStar, sound and reliable transfer of data in real time with low latency, a key requirement for integrated in-car computing and infotainment systems, have become reality. "GigaStar also enables intelligent car assistance systems, including lane departure warning, camera-based night vision distance measurement and warning, sign detection and intelligent rear vision. Therefore, we are about to develop, in close collaboration with leading car manufacturers, a new, innovative application for our GigaStar technology, which will be presented under the name of 'CameraStar' to the international markets at the end of 2003", Mr. Kraus explains.

In its market segments of home entertainment, industrial solutions, computer/servers, automotive and video networking, Inova Semiconductors' has already set new standards for future applications. By presenting its innovative products at international trade fairs like the Munich Electronica and the Las Vegas Infocomm, the company is now preparing itself for future expansion. "For the future we expand our technology platform and develop devices for further Digital TFT and Pixel-link applications (displays and cameras) along with other GigaStar derivatives for reliable, long distance, low latency Gigabit communication links – all of which are based on the modular GigaStar technology platform", Mr. Kraus concludes.



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