

SystematIC design extends its sales organization in Europe



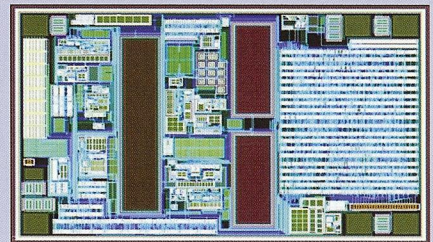
SystematIC design BV, the leading Dutch analog & mixed signal IC design house active in consumer, industrial, automotive and aerospace markets, announces the appointment of Guus Dhaeze as European Business Development Manager.

With a strong technical background in semiconductors, programmable logic, FPGAs and Asics designs, Guus brings more than 20 years of experience in business development and sales of semicon-

ductors in Europe and in the Middle East to SystematIC design. Having previously worked for Intel, Sierra Semiconductor and, more recently, as Regional Sales Manager for Hifn in EMEA, Guus has a solid background in large account management and an extensive network in the European semiconductor OEM market. Through a previous business development assignment in the packaging & assembly of (MEMS) sensors and optical devices for the automotive industry, Guus will also expand the company's relationships with the sensor manufacturers in Europe. His experience and his extensive contacts in the European high tech market are a strong asset for SystematIC

design and will allow the company to further grow its business in Europe.

"We are happy that Guus has joined our team." says Bert Monna, owner and co-founder of SystematIC design BV. "His appointment strengthens our sales position and allows us to better serve our customer base in Europe." ■



ITEA Achievement Award Gold Medal 2010 "VUB_ETRO on stage"

The "European Sensor Network Architecture - ESNA" project has received the ITEA Achievement Award Gold Medal. ESNA was the pioneer in the world of sensor networks. ESNA introduced the embedded operating system "Contiki" in a number of successful applications. Contiki was the brainchild/inspired by Adam Dunkels (photo right) from SICS. Contiki contains a lightweight TCP-IP stack through which it plays a leading role in today's world of wireless sensor networks and for the Internet of Things. (<http://www.sics.se/contiki/>)



Project leader Olle Ollsson of the Swedish Institute of Computer Science (SICS) (photo in the middle) is surrounded by his Spanish, Finnish and Belgian ETRO (Dr. Walter Colitti - 2nd from right) partners.

ETRO researched the application possibilities of Contiki in space, with the financial support of IWT (Institute for Science and Technology, Flanders, Belgium) and the

Flemish SME Space Applications Services. In the framework of our collaboration with SICS, a new Multi Channel Medium Access Control (MuchMAC) protocol was

developed and integrated in Contiki. The latter was presented at the European Wireless Sensor Network Conference (EWSN 2010) in Coimbra, Portugal.

Today ETRO continues the European research for standardization and interoperability of sensor networks in the ITEA project "Interoperable Sensor Networks" (ISN), in collaboration with the Brussels based SME Freemind thanks to the support of IWOIB. The VUB responsible for the project is Prof. Kris Steenhaut, who guarantees the close collaboration between ETRO and EhB-IWT.

The Gold award winner: ESNA, for its important role in wireless-sensor network applications. The project offers an impressive balance between advanced technological innovation – including the world's smallest implementation of IPV6 and optimization of radio communications between devices to reduce energy use – and a business-oriented approach to defining applications.

http://www.itea2.org/cosummit2010_achievementaward ■



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