

*Success with silicon  
comes from experience*



**Complete System Design  
& Development**

# *If you have the desire to develop your business we have the skills to help you deliver*

## **Develop your core technology**

Creating a step change in the scale of your business is a significant challenge. How will you move from delivering your first thousand units to the first million? Or how will you drive down the cost and size of your future products to become the benchmark against which all competition is judged?

## **The answer may lie in a System-on-Chip**

At Cambridge Consultants we have a track record in innovative chip design with the experience and insight to make a difference. With over 300 talented system architects, engineers and scientists we have all the skills required to help you deliver a step change in your market.

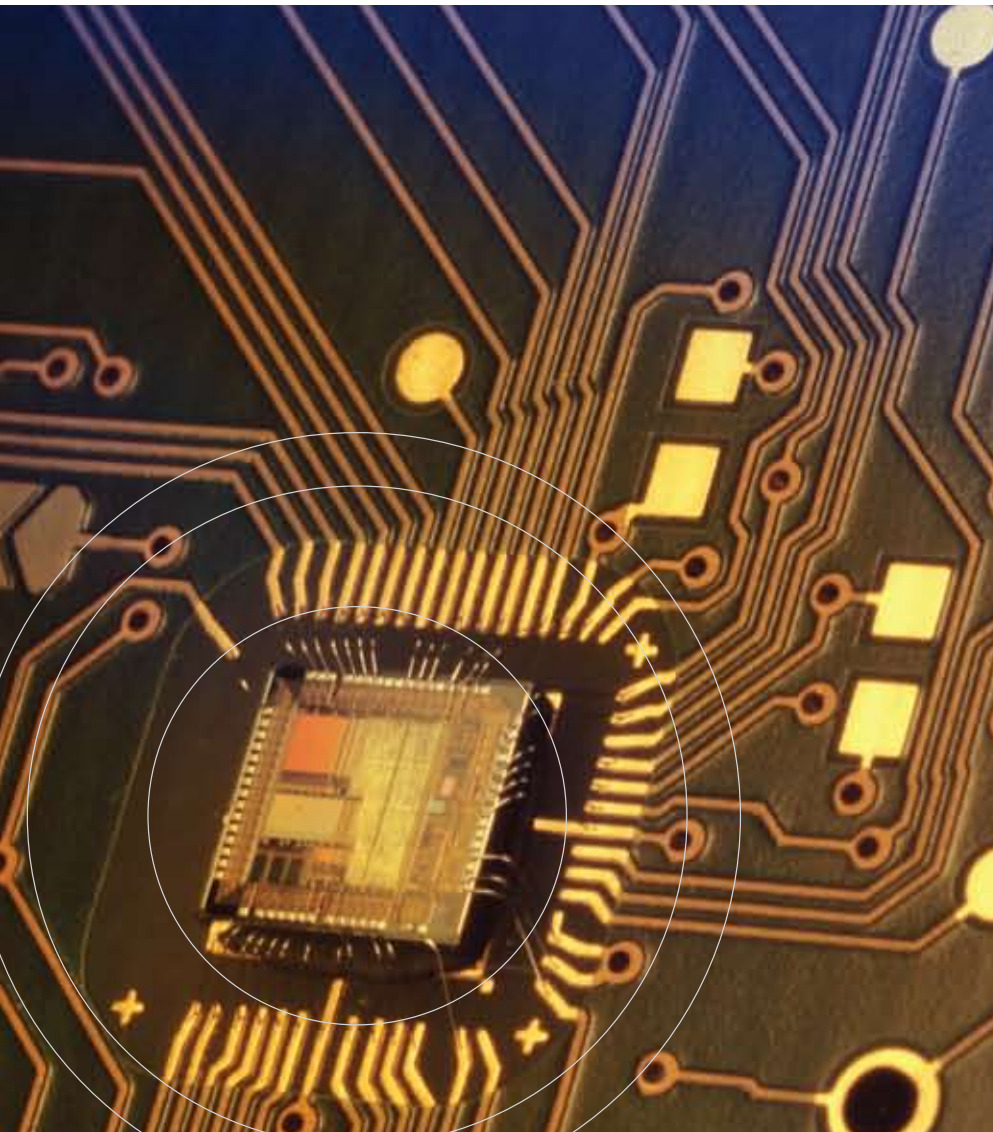
## **First time?**

It's not ours; our experienced team will guide you through the chip development process. With detailed experience that spans not only silicon design, but also the methods of gaining foundry access and selecting an appropriate commercial strategy, to help you achieve your business objectives.

## **The solution that is right for your business**

We are not biased or tied to specific process technologies, IP cores or silicon foundry. As such we can specify the optimum solution for your business. Starting with your overall product goals we will recommend what to integrate and what not. We will then develop a design that achieves the optimum balance of performance, and cost to maximise the value of your investment.





## Market focused solutions

We have experts that operate in a range of markets including medical, industrial, and consumer. We go out of our way to understand the individual requirements of your market. Furthermore we are able to cross fertilise best practice, technology and IP from other market areas. Use of existing IP, and design experience are key to reducing risk, and accelerating return on investment.

## Specialist RF skills

We are world leaders in wireless system design and have developed silicon for wireless standards such as Bluetooth, and ZigBee, as well as custom radios for specialist areas such as ultra-low power industrial and medical implant applications.

## The SoC difference

Developing a System-on-Chip (SoC) is a significant and strategic investment that can deliver powerful benefits. A custom chip allows you to create and protect competitive advantage, streamline your development and manufacturing processes and optimise product capability. Higher levels of integration also enables optimisation of power, weight, and size. These aspects will differentiate your product and create 'barriers to entry' for the competition.

The additional value that a System-on-Chip can bring to your product has the potential to disrupt your market, and deliver new growth and opportunity for your business.





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