

Firefly Technology Ltd.

Firefly Technology at a glance

- European representative for high-tech semiconductor manufacturers
- Established 1996
- 2008 representative turnover > \$50m
- Privately owned, limited company
- Based in Thames Valley, UK
- Consumer Electronics, Portable Media and Industrial/Hi-Rel customer base

Consumer track-record

- Grew Pixelworks' European revenue from \$2.5M to \$27.5M (>10x) in 5 years!
- Increased SigmaTel European MP3/PMP revenue from \$1M to \$15M in 2 years
- Generated and managed single design-win to take WCDMA start-up to acquisition

Industrial track-record

- Created \$5M of revenue within new down-hole market segment for International Rectifier
- Brought Analog Devices' Aerospace business to \$17M!
- Took Altera from \$0 to \$1M/qtr Design-win within 18 months

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