



From Michael Knight, President TTI Semiconductor Group  
CONNECTED DEVELOPMENT JOINS TTI FAMILY OF COMPANIES



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Connected Development, a leading contract design firm specializing in wireless technology, joins the TTI Semiconductor Group. The company is headquartered in Cary, North Carolina which is adjacent to Research Triangle Park, an area that has become well known for its concentration of leading-edge, IoT-focused electronics companies.

### **What Connected Development Does**

The hardware and software engineers of Connected Development do complete product design through proof of concept, including testing and certification, for many well-known OEMs who wish to add intelligence and wireless communication capability to their end products. Their work includes hardware design, component selection, antenna design, sensor networking and firmware development. Their lab includes a test chamber with which they test to multiple wireless carriers' protocols ensuring that the customers' devices pass carrier certification.

### **How Connected Development Fits in TSG and the TTI Family of Companies**

Many of our customers don't have the in-house expertise to add wireless communication and IoT capability to their designs. It starts with selecting the right sensor from countless sources and options, optimizing transmission and reception via antenna selection and design, and integrating a microcontroller and power source in a form factor tailored to the application and environment it will operate in. This is Connected Development's expertise.

With this addition, TTI adds value to its customers by referring those who need this kind of expertise to Connected Development. During the course of the project, the team at Connected Development will design-in parts from the TTI Family of Companies' suppliers and provide the details needed to secure the design registrations associated with those parts. But the biggest benefit to the referring TTI entity is the insight and knowledge that Connected Development can provide on where the final product will be manufactured. Connected Development will compensate the referrer with an incentive associated with successfully winning a new project

In short, Connected Development will charge the OEM for their services and in the course of their work create sell-through opportunity for the component distributions businesses within TTI. While the most obvious connection point is Symmetry's business, Connected Development will in fact create new business opportunities for all the TTI companies.

### **Reporting Structure and Next Steps**

The Connected Development VP/GM, Gregor Bleimann, will report to Mark Zack, TSG's VP Business Development. The other key person to know at the company is Dave Hoover, VP Advanced Technology. Over the course of the next couple of months a more detailed introduction to Connected Development's business, capabilities and customer value proposition will be provided to the TTI, Symmetry, RFMW, Sager and Mouser teams, mechanisms for collaboration will be established and an incentive system put in place. In parallel, Connected Development's existing customers will be introduced to the TTI Family of Companies and associated suppliers. This addition is a major differentiator in the IoT age.

