

Phylinks Ltd joins new industry group in the region – the North-West Technology Network

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Phylinks Ltd, a silicon IP company providing high speed serial interface technology for the world's leading semiconductor companies, recently attended the inaugural meeting of the North West Technology Network. Focused on electronics and microelectronics, the network has been informally set up by leading companies in the North-West including Mentor Graphics and eoSemi. Phylinks is based in UMIC facilities at One Central Park.

The network aims to support locally based firms - including start-ups - in the electronics and semiconductor industries with peer support, fresh ideas and solutions to business problems. It's an important development for the North-West region. Although Manchester is home to the 'Baby' - the world's first stored-program computer - the region is not historically associated with the development of semiconductor firms.

Tony Palmer, CEO of Phylinks is already a big supporter of the network: "It's a support forum for like-minded people, helping us to realise that other firms have the same problems which can be solved. And it will be important for helping to connect to the right people. Start-up companies can't do everything themselves."

We are all familiar with USB or universal serial bus devices that enable us to 'plug and play', iPods, data storage sticks, digital cameras or game consoles. And for many years our PCs have utilised PCI standards (peripheral component interconnect) to help devices connect to our computers such as internet access or sound cards. Phylinks' USB and PCI products are set to make a major contribution to global communications and computing. In a market estimated to be worth more than \$3 billion by 2010, and with increasing bandwidth and personal mobility, semiconductor and computing firms need to continually innovate. Small but nimble highly-skilled companies like Phylinks are the key to providing technology and product innovation.

Tony feels that the UK electronics industry could do a lot more to help start-ups. "We need to encourage more start-ups and not see failure as the end. Sometime it's the catalyst you need to succeed." No doubt the North West Technology Network will play an important role in bringing together established players and start-ups.

For more information visit www.nw-tn.org

About Phylinks

Phylinks Limited provides a portfolio of IP cores for the design of physical layer (PHY) high speed serial interfaces. Phylinks cores can be implemented in a variety of chip designs for use in advanced PCs, PC peripherals, servers, 3G communications devices, consumer electronics and multimedia devices.

Phylinks has offices in Manchester, U.K., and San Francisco, California. For more information, visit www.phylinks.com

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