

# iTAS Innovations

Company Brief

# Executive Summary

- iTAS Innovations is an embedded product and design services company based in Bangalore, India
- Team of embedded professionals with 15+ years experience in embedded platform software development, testing and support
  - Domain Knowledge in Consumer Electronics, Semiconductors
- Experience working with Tier-1 customers in Europe and Japan
- Offering end-to-end product Design Services and Support
  - Software Architecture, Development, Code Optimization, Testing and Maintenance on Android/Linux Platforms
  - Customer Support: Navigation/UI development, Remote Software Update, Failure Analysis
  - Field Testing

# iTAS Innovations Pvt. Ltd.



## About iTAS

Privately held Embedded Systems company in Bangalore, India, founded in January 2014



## Vision

At iTAS, we strive to enrich the quality of living of the world by offering innovative solutions based on minimalism philosophy, that are relevant to present and are future proof

## Focus Areas

- \*Consumer lifestyle
- \*Healthcare
- \*Sustainable living

## Specialization: Design services

- \*Architecture and design
- \*Hardware and software development
- \*System, hardware, software integration and testing
- \*Customer product deployment and support
- \*Program/Project management consultancy

## Specialization: Product development

Idea ➤ Concept ➤ Prototype ➤ Product ➤ Deploy

# Founding Team

## Jaipal D, Director, Co-Founder

Over 23 years embedded systems industry experience, mainly in consumer electronics

- Worked with NXP, Trident Microsystems, Philips, Avnet Max and BPL-Sanyo
- Roles, spanning from Designer to Principal Engineer –Systems Architect, working with several R&D and advanced-development teams across the globe, responsible for creating high-end analog/ digital televisions, home appliances and industrial automation products



## Umesh S Galagali, Director, Co-Founder

Over 18 years embedded systems industry experience, mainly in consumer electronics

- Worked with ST Microelectronics, Genesis Microchip, SmartYantra and Philips
- Co-founded SmartYantra, a high technology product startup that focused on video streaming over wireless
- Roles, spanning from technical to senior management, building some strong technically focused teams and managing several key high-end connected digital TV programs from concept to deployment



## Vijay G Chandrasali, Director, Co-Founder

Over 15 years embedded systems industry experience in all stages of software development across the globe

- Worked with ST Microelectronics, Genesis Microchip and SmartYantra
- Can move heaven and earth, with a go-getter attitude, to ensure the company delivers on its goals and vision
- Roles, spanning from Developer to managing projects, responsible in bringing several key digital television products (SOC) to market



## Vishwanatha Hattera, Director, Co-Founder

Over 13 years embedded systems industry experience, mainly in consumer electronics

- Worked with ST Microelectronics, Genesis Microchip and Sage Design Systems
- Roles, spanning from field application engineer to managing customer design-in projects, working closely with several OEMs and ODMs in bringing several LCD multi-function monitors, analog/ digital television products (SOC) to market successfully

# Advisory Board



## Pratish Desai, Advisory board member

Over 22 years embedded systems industry experience, mainly in consumer electronics

- Worked with ST Microelectronics, Genesis Microchip, VM Labs and Thomson Multimedia
- Roles, spanning from Designer to senior management positions, responsible in building several strong teams across the globe for building end-to-end consumer electronics products including advanced digital televisions and set top boxes
- After completing education in BE Electronics from MS University, Baroda, India; and MSEE from University of Houston, Texas, USA, Pratish worked in USA for 12+ years before taking up several leadership roles at Genesis Microchip, VM Labs (Start-up) and Thomson Multimedia and later headed Genesis Microchip and ST Microelectronics Design centers at Bangalore, India

# Marketing and Sales



## Vasanth Shreesha, Consultant

Over 22 years of industry experience in Consumer Electronics and Semiconductors

- Worked with Accu-Sort Systems, Panasonic AVC American Labs, Genesis Microchip, Sarnoff Corporation, Marvell Semiconductors and Orca Systems in Technical, Marketing and Business Development roles
- Holds a BE from National Institute of Technology, Suratkal, MS from Drexel University, PA and MBA from New York University, NY
- Awarded eight US patents and was member of the team at Panasonic that won the prestigious Technical Emmy Award for developing the Universal Format Converter product

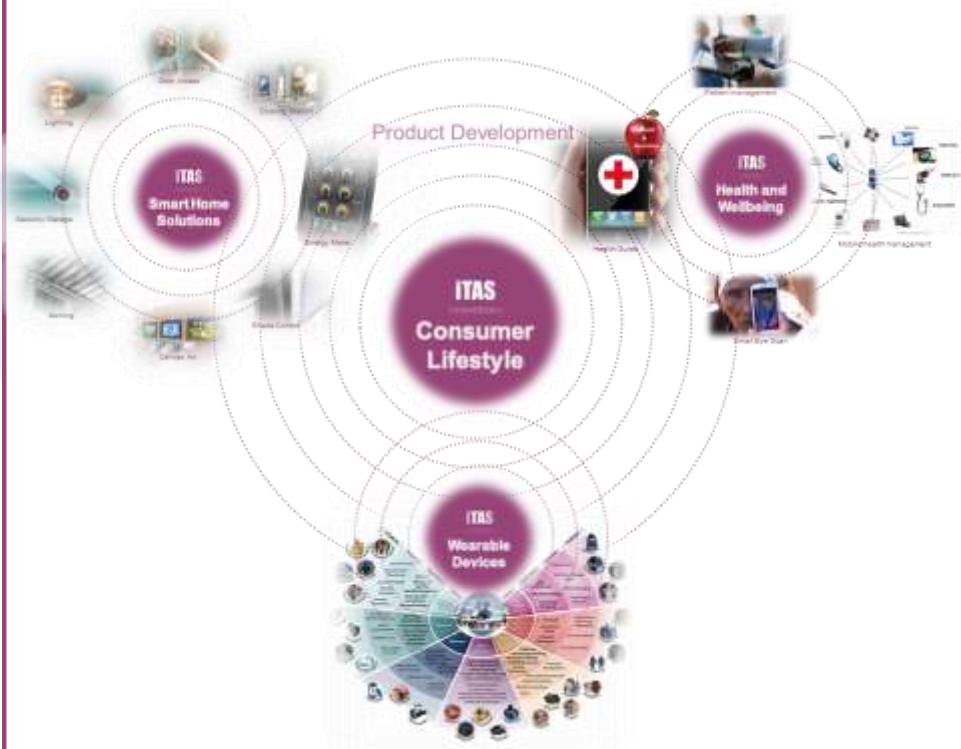
# Focus Areas



## Design Services

Software design, integration, testing and validation services

- Smart digital TV, Set-top boxes, DVD, Media, LCD multi-function monitors



## Product Development

Consumer lifestyle

- Smart home solutions
- Health and wellbeing
- Wearable devices

# iTAS Competencies

## Requirements and Architecture

### Requirements Definition and Management

Translating from market, one-line-spec  
→ commercial requirements spec → product requirements spec → functional requirement spec → Hardware/ Software detailed module spec

### Architecture Definition

System Architecture (Hardware & Software)

Hardware (8 to 32 bit cores)

- ARM/ MIPS/ PowerPC/ ST/ 8051/ TI DSPs (DM64xx, DM67xx etc.)
- Analog/ digital/ mixed signal board design

Software

- Component model/ modular architecture
- System/ component execution architecture

## OS and Device Drivers

### Operating Systems (OS)

Commercial RTOS (pSOS/ VxWorks /CMX), Linux, eCOS, Android, Windows

### Board and IP bring-up

- OS and NFS porting to specific SoC
- Basic drivers for IP bring-up

### Device Drivers

- On Chip (I2C, UART, IR, GPIO, CI, USB, etc.)
- Off Chip (Tuner, DEMOD, Flash(NAND / NOR), PCI to SATA controllers, Display drivers, etc.)

## Application and MW Software Stacks

### Middleware Porting and Integration

TV and STB ( ATSC, DVB-T,DTMB,ISDB)

Media Player Frameworks

- Multi-format file playback via USB or Network
- DRM framework integration capabilities
- Proprietary, GStreamer, FFMPEG and OpenMax

Other Stacks

- WebKit, OPERA, YouTube HTML5, HbbTV, MPEG-Dash

VoIP Protocol Stacks

SIP, RTP, RTCP, RTSP

Application Specific Control Engine

Interface between MW and User Interfaces

### Apps and UI Development

- Applications usage proprietary / standard UI development tools and standards
- Android applications for supported platforms

## Others

### Software Provisioning Tools

- Code signing and Key Management mechanisms
- Reliable Software Update mechanisms(OTA, USB, Ethernet)

### Field Return Analysis, Field Test and Support

- Debugging and identifying root causes
- Providing solutions, workaround and fixes

**ITAS Innovations Pvt. Ltd.**

Company: Privately held (CIN: U74900KA2014PTC072861)

Area: Embedded systems product design and services

Average industry experience of the team: 15+ years



**ITAS Innovations Pvt. Ltd.**

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# Customers

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The logo for SHARP, consisting of the word "SHARP." in a bold, red, sans-serif font.

# Partners

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The logo for STI life.augmented, featuring a stylized blue "STI" monogram above the text "life.augmented" in a blue, lowercase, sans-serif font.The logo for LOEWE, consisting of the word "LOEWE." in a bold, white, sans-serif font on a black rectangular background.

# Thank you

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contact us: [sales@itasin.com](mailto:sales@itasin.com) website: [www.itasin.com](http://www.itasin.com)

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