



## NEWS RELEASE

### **Essensium NV and the Vrije Universiteit Brussel ETRO-IRIS research group collaborate on positioning algorithms.**

*Leuven, Belgium, 14th April 2007 – Essensium N.V., a fabless provider of SoC ASICs (system-on-chip application-specific integrated circuits), today announced that it has established a joint research program with the Vrije Universiteit Brussels “ETRO IRIS” research group.*

The purpose of the joint research program is to develop positioning algorithms that derive a best estimate for the position of mobile active RFID tags using range measurements between the RFID tags and multiple fixed infrastructure reference beacons. The range measurements will be based on Essensium’s patent-pending radio ranging technology.

Johan Danneels, CEO of Essensium, said: "Combining our high accuracy ranging technology with new positioning algorithms that better exploit our range estimates, will guarantee us that the accuracy obtained through our advanced radio ranging, will be kept in all circumstances".

Prof. Hichem Sahli, in charge of ETRO-IRIS’s research on positioning algorithms, stated: "We are looking forward to apply and extend our experience with positioning algorithms for GPS receivers to the exciting growth area of local real time positioning systems".

This research project is funded by the Flemish Institute for the Promotion of Innovation through Science and Technology (IWT) under contract 60555.



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### About Essensium NV

Essensium is a fabless semiconductor company located in Leuven, Belgium, that provides system-on-chip products and design services to original equipment manufacturers, design houses, and ASSP suppliers. Essensium was created as a spin-off of the nanotechnology research center IMEC in Leuven. Essensium's skills and technology focus on custom silicon for portable, wireless, and low power applications. In addition, Essensium is also working towards the development of standard products for wireless sensor networks and active RFID applications. For more information on Essensium, please visit <http://www.essensium.com>.

### About ETRO IRIS

ETRO-IRIS is a research group within the Electronics and Informatics Department (ETRO) of the Faculty of Engineering at the Vrije Universiteit Brussel. The core research activities of ETRO-IRIS are: *Computer vision* - focusing on visual content analysis via temporal segmentation, multiscale segmentation, motion analysis and object tracking. The common conceptual and theoretical background is variational approaches & stochastic modeling. *Representation of multimedia signals*: image/volumetric coding, video coding, and 3DAV. *Medical imaging*, with diversified work on new imaging systems and multimodal image analysis for different application fields. For more information on ETRO's IRIS research group, please visit <http://www.etro.vub.ac.be/Research/IRIS/iris.asp>

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