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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Larta Institute

National Institutes of Health Commercialization Assistance Program (NIH-CAP)

Company Profile

Industry Sector:
Packet Digital creates power management integrated circuits for electronics in the medical devices, consumer and defense industries.

Company Overview:
Packet Digital is a fabless semiconductor company that has designed and developed patented On-Demand Power technology which is implemented in PowerSage, a family of patented integrated circuits. Packet Digital takes a real time systems approach to power management issues with the goal of lowering power consumption and extending battery life in electronics devices and embedded systems.

Target Market(s):
All electronic devices require power management in the form of voltage regulators and power management ICs. Packet Digital's products are especially valuable to the portable electronics market which will continue dramatic growth based on consumer demand for mobile devices. Packet Digital's customers for On-Demand Power technology and PowerSage integrated circuits will be leading ODMs and OEMs in the notebook, server, mobile phone, hearing aid and other broader markets.

Key Value Drivers

Technology*:
The premise of On-Demand Power technology is to sense activity unobtrusively within a system and correlate activity to the application demand for energy. Once the energy demand is determined, the power management integrated circuit will provide dynamic voltage scaling at the power supply level to provide load management.

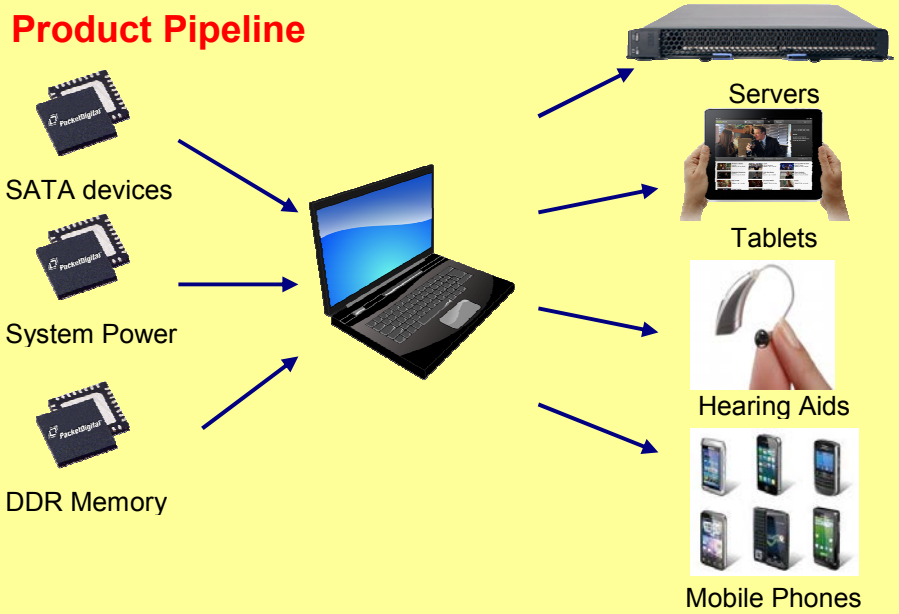
Competitive Advantage:
Packet Digital's On-Demand Power technology can scale to all applications, for all architectures. This "just-enough/just-in-time" hardware-based approach provides unprecedented efficiencies and power savings compared to competing power management solutions implemented in software. Packet Digital's approach is more effective because it provides less latency and drives system-wide energy savings through a real-time approach that is independent of usage models.

Plan & Strategy:
Packet Digital plans to contact and collaborate with current chip manufacturers in the hearing aid space to be able to bring their technology to market. Due to the physical size of hearing aids and their limited room for circuitry, the best window of opportunity for implementation may be through an IP sale to a 3rd party company already supplying ICs in this market.

Management

Chief Executive Officer, Dr. Joel Jorgenson
Joel Jorgenson, Ph.D., has extensive research and development experience in both low-power and high-performance electronics systems. Prior to founding Packet Digital, Dr. Jorgenson was an Electrical Engineering professor at North Dakota State University. Jorgenson has conducted research and published articles in several disciplines, including signal integrity, advanced packaging, testability and advanced design methods. Dr. Jorgenson also worked for nearly 10 years at Rockwell Collins developing microprocessors, application-specific integrated circuits, and system-level solutions for cockpit electronics and flight-critical avionics.

Chief Operating Officer, Terri Zimmerman
Terri Zimmerman has wide-ranging business expertise working with private and public companies. Zimmerman has served as COO and CFO of several companies, including Dakota Technologies, Wamnet, and Great Plains Software. At Wamnet, she raised $300M, enabling the company to build one of the world's largest intranets and secure a $900M government contract. While CFO and Vice President of Operations at Great Plains Software, she had a leadership role in growing revenue from $25M to $200M and executing a successful initial public offering. Zimmerman was appointed to a state economic development board by John Hoeven, Governor of North Dakota.

Advisors
Dr. Rajesh Gupta and Admiral William Owens are currently serving on Packet Digital's board of advisors. Both individuals are equipped with the knowledge and industry experience to help guide Packet Digital forward as they look to penetrate new markets.

Product Pipeline