

PRESS RELEASE

Contact: Jeff Schwartz
Disruptive Strategies
E-mail: jjs@disruptivestrategies.com
Ph: (650) 323-1153
M: (650) 269-6372

Contact: Claudia Gonzalez
WEF Associate Director; Head of Public Relations
E-mail: claudia.gonzalez@weforum.org



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

WORLD ECONOMIC FORUM SELECTS **SANDBRIDGE TECHNOLOGIES** FOR TECH PIONEERS CLASS OF 2005

GENEVA, Switzerland and White Plains, N.Y., - December 6th, 2004 - The World Economic Forum announced today that it has selected Sandbridge Technologies, Inc. as one of its 29 Technology Pioneers for 2005. This year's Pioneers represent innovation at its best—ranging broadly from nanotechnology to drug development, renewable energy and wireless. Their work is fundamentally changing the way societies are developing, and the ways people live, work, and play.

Sandbridge Technologies is a fabless semiconductor start-up that has achieved the technological “holy grail” of universal wireless accessibility. The company has developed a radically innovative DSP architecture with the capacity to perform flexible (Software-Defined) radio processing and advanced multi-media operations without compromising battery consumption. Dubbed the *Sandblaster™*, the new chip is entirely reprogrammable—enabling consumers to use a single device to access wireless services on any system, anywhere in the world. Equally important, the technology uniquely provides handset manufacturers with the capacity to create, test and revise their designs entirely in software—reducing the cost, design-complexity and time-to-market of their products. The Sandblaster enables an entirely new class of convergent devices that meld the convenience and form-factor of handhelds with the performance and flexibility of computers.

Sandbridge is grateful to the World Economic Forum for recognizing the pioneering quality of our work, said Sandbridge CEO, Guenter Weinberger. The WEF Technology Pioneers program has the potential to spark economic development worldwide and to benefit the common good by encouraging the development and adoption of advanced technology innovation. We are eager to collaborate with this influential and forward thinking organization over the next 3 years.

The WEF Technology Pioneers Programme is part of the World Economic Forum's commitment to improve the state of the world. The World Economic Forum is invested in monitoring and highlighting advanced technological developments and exploring their societal potential. The Technology Pioneers programme was established in 2000 to provide Foundation members with insight on technological change—helping them achieve in-depth understanding of key technology issues facing society. Pioneers are nominated annually by members, constituents, and collaborators of the World Economic Forum and evaluated by an external review committee of technology experts. Company selection is based on several criteria, including degree and recency of innovation, sustained R&D investment, potential long-term impact on society, market leadership, proof of practical application, and executive-team quality. The programme is run by the World Economic Forum with guidance from Apax Partners and Deloitte Touche Tohmatsu.

PRESS RELEASE

Contact: Jeff Schwartz
Disruptive Strategies
E-mail: jjs@disruptivestrategies.com
Ph: (650) 323-1153
M: (650) 269-6372

Contact: Claudia Gonzalez
WEF Associate Director; Head of Public Relations
E-mail: claudia.gonzalez@weforum.org



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

About **Sandbridge Technologies** (www.sandbridgetech.com): Located in White Plains, NY, Sandbridge Technologies is a fabless semiconductor company that is transforming and revitalizing the wireless world by enabling better features and cost, and accelerating the development, of next generation wireless devices. Founded in 2001 by veterans of IBM, Lucent and Cadence, Sandbridge has developed a radical new multi-thread DSP architecture with the capacity to perform flexible (SDR) base-band processing and advanced multi-media operations without compromising battery consumption. The company has raised \$40M from leading investment houses and strategic partners and is led by CEO Guenter Weinberger, who built and helmed the wireless semi-conductor divisions of both Siemens and Infineon.

The **World Economic Forum** (www.weforum.org), based in Geneva, Switzerland, is an independent organization committed to improving the state of the world. Funded by the contributions of 1,000 of the world's foremost corporations, the Forum acts in the spirit of entrepreneurship in the global public interest to further economic growth and social progress. The Forum serves its members and society by creating partnerships between and among business, political, intellectual and other leaders of society to define, discuss and advance key issues on the global agenda. Incorporated in 1971 as a foundation, the World Economic Forum is impartial and not-for-profit, and is tied to no political, partisan or national interests. In 1995 the Forum was awarded NGO consultative status with the Economic and Social Council of the United Nations.