

Corporate Fact Sheet

Headquarters: 3645 Ruffin Road, Suite 101, San Diego, CA 92123

Founders: Carol Fuller, CEO; Jorge Sanchez, CTO

Established: March 2001, San Diego, CA

Status: Privately held

Investors: Shepherd Ventures, Stone Canyon Venture Partners, Tech Coast Angels

Corporate Overview

CEYX® Technologies, Inc., (pronounced “say-ex”) is the leading provider of software-enabled control systems for light emitting devices. CEYX designs, develops and markets embedded firmware for use in optical transceivers for communications networks, liquid crystal display (LCD) backlights for products such as large-format TV screens, light emitting diode (LED) devices such as LED arrays, and specialized optical devices such as optical sensors and military laser applications.

Products

CEYX software enables design teams to replace an entire power hungry, single-use circuit board with a smart, adaptive, digital file which can be *embedded* in any off-the-shelf or custom microprocessor. CEYX technology is built around a core IP that provides a software-enabled control system with built-in intelligence and learning, as well as real-time feedback. This innovative approach represents a huge transformation in architecture that will render current state-of-the-art analog solutions obsolete and become the de facto standard for systems that monitor and control any form of emitted light.

Power consumption and real time compensation are the most significant issues facing producers of any light emitting product. Manufacturers are anxious to create a new generation of industrial and consumer products with greater performance at substantially lower costs utilizing fewer engineering resources. CEYX firmware controls replace analog hardware circuitry with an intelligent digital software solution. Its patented software improves production functionality and reduces manufacturing costs for a wide array of OEMs in various markets.

The company’s revolutionary new Smart Light Control firmware solution improves laser performance, extends laser life, reduces manufacturing cycle times and increases yields. Among its technological breakthroughs are age compensation, automatic laser calibration and laser performance prediction. CEYX continuous closed-loop algorithms result in lifetime stability for ER (extinction ratio) and OMA (optical modulation amplitude) behavior.

Patents

CEYX has pioneered new areas of electrical-optical software integration and has patented fundamental areas of the art resulting in a strong IP position for the company. Currently, CEYX has 26 patent applications issued and pending on the key elements and methods of its solution. Some of these inventions include; software servo control, mathematical based temperature compensation and simultaneous control of light arrays.

Markets

CEYX has identified opportunities in key markets that have an acute level of dissatisfaction with current control solutions.

In the Datacom market, which includes both Local Area Networks and Storage Area Networks, the desire to be competitive with copper based Ethernet systems and a heightened pressure for faster time-to-market have resulted in an increased focus on improved performance and cost reduction.

Increasing competition has forced OEMs to evaluate lower cost manufacturing processes, including reduction of the significant test time required to verify product specifications.

The Display Control Systems market for mobile and stationary electronics is experiencing a similar push to reduce cost and improve performance. Backlights for LCD screens account for 40% of the material cost and 33% of power consumption in devices. By replacing hardware circuit controls with licensed software reduces power consumption, lowers BOM costs and increases product battery life.

The Sensor market has historically focused on the sensing and measurement of physical phenomenon, for example: temperature, pressure, fluid flow rates, weight, and chemical characteristics such as pH. As new detection technologies reach the market, the ability to sense time, non-contact thermal emission detection, and biological molecules has exploded. Affecting all sensors is the requirement for more consistent standards, improved parametric estimation techniques, smaller size, lighter weight, higher sensitivity, lower operating costs, and improved power efficiency which all can be enabled with smart embedded software controls.

CEYX History

Founded by Carol E. Fuller and Jorge Sanchez, CEYX Technologies, Inc. was incorporated in March 2001 in San Diego, California. The company evolved out of a previous start-up owned by Sanchez in which he invested a number of years developing an optical isolation test instrument. Primary applications for the instrument were product development, debug, and test—areas where it was crucial to achieve complete electrical isolation for devices under electrical test.

Fuller and Sanchez formed CEYX Technologies so they could combine their know-how and relevant expertise to enhance market value of several technology platforms. One of those platforms, Smart Light Control (SLC™), is the foundation for the company's initial protect category. Follow-on platforms are already in development.

In January 2005 the company raised \$4.5 million in funding from investors that included Shepherd Ventures, Stone Canyon Venture Partners, Tech Coast Angels and a select group of individual investors. The investment allows CEYX to expand its product offerings, fund expansion in Asia and offer innovative product designs and customer service.