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## ICERA SELECTED AS WORLD ECONOMIC FORUM TECHNOLOGY PIONEER

**Bristol UK, December 6th 2005.** Icera Inc, the wireless soft modem company, has been selected as one of the World Economic Forum's Technology Pioneers for 2006.

Technology Pioneers are companies that have been identified as developing and applying highly transformational and innovative technologies in the areas of information technology, energy, biotechnology and health. This year's class of companies has been selected not only because of the cutting-edge work undertaken by the organizations, but also because their work has potential long-term impact on business and society. Previous Technology Pioneers have included: Autonomy, Cambridge Silicon Radio, Encore Software, Google, Millennium Pharmaceuticals and Napster.

Stan Boland, President and CEO of Icera, said: "After three years of intense development we have recently announced general availability of our first chip, Livanto™, for next generation cellular phones and terminals. It's extremely rewarding to have Icera's technology leadership and unique team recognised in such a prestigious way."

The Technology Pioneers programme was established in 2000 to provide a new perspective on technological change. The programme is run by the World Economic Forum with Apax Partners and Deloitte Touche Tohmatsu as Strategic Partners. Through its Technology Pioneers programme, the Forum identifies and integrates those companies around the world that are involved in the design and development of new technologies. The World Economic Forum invests in monitoring and highlighting these innovations and exploring possible societal repercussions.

"The creative innovations produced by our Technology Pioneers hold the promise of significantly affecting the way business and society operate", said Peter Torreele, Managing Director of the World Economic Forum. "As a global knowledge hub, we see the Technology Pioneer community as key contributors to this dialogue and to the mission of the World Economic Forum."

Each year, members, constituents and collaborators of the World Economic Forum nominate Technology Pioneers. The criteria for selection include:

1. *Innovation.* The company's technology must be truly innovative and not more than two years old. The company should invest significantly in R&D.
2. *Potential Impact.* This company's technology must have the potential to have a substantial long-term impact on business and society in the future.
3. *Growth and Sustainability.* The company should have all the signs of a long-term market leader and should have well-formulated plans for future development and growth.
4. *Proof of Concept.* The company must have a product on the market or have proven practical applications of the technology.
5. *Leadership.* The company must have visionary leadership that plays a critical role in driving the company towards reaching its goals.

Nominees are evaluated by an external review committee comprised of technology experts with respect to the criteria above.

**About Icera:**

Icera is the leader in wireless soft modem devices and supports mobile terminal and datacard OEMs with the highest performance HSDPA through a range of platform solutions. Founded in 2002, Icera is headquartered in the UK, with design locations in the UK and France, sales offices in Europe and Japan and representative support in Korea. For more information, visit the Icera web site at <http://www.icerasemi.com>.

**About the World Economic Forum**

The World Economic Forum ([www.weforum.org](http://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. For more information on the World Economic Forum's Technology Pioneers and the 36 nominees go to [www.weforum.org/techpioneers](http://www.weforum.org/techpioneers)

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