



## **FTDI Announces Formation of Separate Company Focussed Specifically on MCU & Display-Related Products**

In order to better serve the broadening range of markets it has developed products for, FTDI Chip has established a new distinct company, Bridgetek.

Presenting the embedded engineering sector with a well-defined and targeted operation, Bridgetek will drive the further commercialisation of some of the game-changing technologies introduced by FTDI Chip in recent years. Its resources will be devoted to two particular product areas; the multi-award winning Embedded Video Engine (EVE) graphic controller ICs which enable engineers to implement more sophisticated human machine interface (HMI) systems, plus the unique and equally innovative performance-optimised microcontroller units (MCUs) with their expansive array of different connectivity options and industry-leading processing speeds.

Headquartered in Singapore, the new company will have branch offices in both Glasgow and Taipei, allowing it to rapidly respond to the needs of Western and Far Eastern customers. It will benefit from a highly experienced staff with in-depth knowledge of the key applications these products address. This move will mean that FTDI Chip is able to realign itself with the USB interconnection business, where it has been the leading semiconductor supplier for over a

decade.

“By spinning out our MCU and HMI divisions into a new brand, we will be much better positioning, both strategically and logistically speaking, to explore the multitude of opportunities now opening up within contemporary embedded design,” states Fred Dart, FTDI Chip’s CEO and Founder. “Rather than being spread across a large scope of activities and thus too diluted to be truly effective, the separate entities of FTDI Chip and Bridgetek will be able to attend to their respective markets and bring real value to customers situated there. It represents the next phase in the progression of both these pioneering technologies.”

#### **About Bridgetek**

Founded in 2016, Bridgetek supplies highly advanced ICs and board level products to meet the exacting demands of a constantly evolving global technology landscape. The company’s Embedded Video Engine (EVE) graphic controller ICs each integrate display, audio and touch functionality onto a single chip, thereby dramatically reducing in the time period and bill-of-materials costs associated with developing next generation Human Machine Interface (HMI) systems. These are complemented by its highly-differentiated, speed-optimised microcontroller units (MCUs) with augmented connectivity features.

For more information go to <http://www.brtchip.com>