

NexWave, a French consumer electronics S/W solution provider, launched in Korea with GQ Tech as a strategic alliance partnership

Translation of article published in Electronic Times, Korea, on March 28, 2005; courtesy of GQ Tech.

In view of potential Korean consumer electronics market opportunity for embedded software solutions, NexWave (Joep van Beurden, CEO) has concluded with GQ Tech (SH Chung, CEO) a strategic partnership at the Ramada Seoul Hotel on March 27.

NexWave specializes in embedded software that has independent of both RTOS and hardware platform. In the last year, NexWave's solution has been selected by two major Japanese CE manufacturers.

The biggest advantage of NSI (NexWave Software Infrastructure) in the CE industry is that with NSI embedded software development is always independent of RTOS and H/W platform. Therefore, the software development while using NSI enables CE companies to save on cost and to shorten their development cycle. This allows these companies to deliver their scheduled products with shorter time to market.

This is an innovative technology in comparison with current development process and methodology, which leads to embedded software that does depend on RTOS and hardware platform

Mr. Van Beurden said that another great advantage of NSI is the increased re-usability of the software, which further reduces cost and time to market.

Both NexWave and GQ Tech are going to support Korean CE customers with the creation of an NSI technical Support Center, to be founded later this year.

Also, both parties are currently initiating relationships with Samsung, LG, Hyundai Autonet, Hyundai Image Quest, SAIT, Curitel and other CE customers, gathering feedback about their fabulous NSI solution.



From left to right: Mazy Sehrghosha, NexWave Senior VP of Sales & Marketing, Joep Van Beurden, NexWave CEO, SH Chung, GQ Tech CEO and President, JJ Ha, GQ Tech Executive VP, Business Development

Interview with Joep Van Beurden, NexWave CEO



Joep is very familiar with Korean culture and high-tech industry. When he worked in Philips, he was the leader of the team to establish J/V of LG-Philips Display Company.

NexWave has 6 years of business history during which ABN AMRO has been one of the key investors, with branch offices in the USA and Japan. NexWave puts strong efforts in global marketing and focus on Japan and Korea CE marketplace.

Q: Tell us the prime reason for NexWave's decision to address the Korean market?

A: Korean CE technology and products level is the best in the world. Once NexWave has a winning position with Korean customers, NSI will be the world-class standard for S/W development. So, the recognition of NSI by Korean customers like LG, Samsung, Hyundai and others is the most important factor for NexWave. Furthermore, we already are getting very positive feedback from Korean clients.

Q: What is the main advantage of NSI?

A: NSI technology is independent of RTOS and H/W. That is why leading CE companies are able to curtail S/W development cost and cycle. In other words, with NSI solutions, Korean clients will occupy a very strong competitive position in the worldwide CE market.

Q: Can you tell us more about your relationship with GQ Tech?

A: Korea is a hub for worldwide CE market. GQ Tech will represent NexWave Solutions here in Korea, so that both parties can obtain a phenomenal success. Our relationship will be moving forward to other Asian CE markets as a result of this win-win strategy.