

IC'Alps Supports its Growth by Reinforcing its Staff and its Sales Rep Network

Meylan, FRANCE – April 19, 2021 - IC'Alps, fast-growing French expert in the design and supply of application-specific integrated circuits (ASIC), has announced a strategic collaboration with KAL for the commercialization of their ASIC services on the Israeli marketplace. Besides, IC'Alps head office is actively recruiting.

To sustain its growth objective, IC'Alps leverages two assets: the expansion of its sales force and the strengthening of its team.

“With the Covid-19 pandemic, we had to rethink the way we do business, and online meetings have their limits”, said Jean-Luc Triouleyre, IC'Alps' CEO. “We strongly believe that customer proximity and providing face-to-face (when possible) support and sales is crucial to the success of our international expansion. Having local Sales Representatives sharing the same culture, language and time zone helps ensure that the customers' requirements are well understood and that the sales process runs efficiently”. KAL provides Semiconductor services since 2003 in Israel for Fablesses, Chip Makers, Foundries, Design Houses, and EDA vendors. The company joins the growing list of IC'Alps Sales Representatives including:

- Redtree Solutions Ltd
- Running Springs Technology

Each of these companies has the expertise to carry out a premium sales experience with customers in a variety of European, Asian, and North American markets including IoT, Industrial, MedTech, and Automotive which match IC'Alps' areas of strength.

To sustain the pace of new projects brought in by its sales force, IC'Alps has recently hired experimented engineers in the field of physical implementation and analog design. And IC'Alps is still looking for new talents to continue its fast-growing ambition. The team is very active on design areas such as on demand analog blocks, sensor/MEMS interfacing, hardware accelerators and (multi)processors systems based on ARM or RISC-V cores, always with a low power approach. Talent acquisition and recruiting have always been challenging for a SME. “With an unprecedented period of expansion of the semiconductor industry in the decade ahead, another big focus for IC'Alps this year is to remain competitive in the talent market through strong corporate culture, attractive work environment, and employee benefits package”, added Jean-Luc Triouleyre.

Thanks to these efforts, IC'Alps offers a complete ASIC realization service of taking a custom chip through all the stages of specification, design, test, and manufacturing to the final logistics of delivery to customers. This leaves customers free to focus on the final device and sales where their expertise lies.

For more information, please visit IC'Alps “Sales Representatives” page on <https://www.icalps.com/asic-soc-design-supply-custom-chip-services-network/>

To discover why IC'Alps is a great place to work, please visit IC'Alps “Careers” page on <https://www.icalps.com/careers-opportunities-alps/> and follow us on LinkedIn



About IC'Alps

IC'Alps is your one-stop-shop ASIC partner. The company provides customers with a complete offering for Application Specific Integrated Circuits (ASIC) and Systems on Chip (SoC) development from circuit specification, mastering design in-house, up to the management of the entire production supply chain. From its technical centre in France (Grenoble area), IC'Alps supports multiple projects in the demanding medical, industrial, transport, IoT, and mil/aero sectors. The highly qualified engineering teams cover every expertise needed and have a long experience of on-demand analog, mixed-signal and digital integrated circuits on technologies from 0.35 μm down to 16 nm. Moreover, IC'Alps has a proven track record of success with sensor/MEMS AFE interfaces, low power consumption designs, high-resolution converters, signal processing, multiprocessors architectures, hardware accelerators, to name a few. Being a partner of major semiconductor foundries, IP providers, as well as packaging and test houses, IC'Alps is well placed to support customers with full life-cycle solutions. We are proud to be Arm[®] approved Design Partner, a member of X-FAB's design and supply chain partner network, as well as an Imec IC-link partner. These accreditations assure that we provide expert support and that we have the design expertise to create highly innovative ASIC designs. IC'Alps is ISO 9001, ISO 13485, EN 9100 certified, as well as Common Criteria ready. More information can be found at www.icalps.com