

# Elam-T claims to be a year away from first OLED device



Elam-T's Wainright-Lee (left) with company chairman Alan Pedder

## Chris Druce

SOUTH BANK University spin-out Elam-T, which is attempting to commercialise organic light emitting diode (OLED) technology, intends to launch its first OLED-based products within a year.

"Elam-T must go fast, and the flat panel display (FPD) market is currently the sexiest, as well as the quickest and most efficient area for us to enter," said Richard

Wainright-Lee, Elam-T's chief executive. "As a small company we must address one area before moving on to another."

The company has its own range of patented OLED materials, technologies and devices called Elamates.

Elam-T is also working to accelerate its commercial revenues with a number of other "best suited" partners.

The company will not make FPDs itself, but instead will guarantee the quality of

Elamates materials while working with its partners in producing the end product. This approach may in the future involve company employees being based at a customer's site.

"We see an evolution towards a consultancy role," said Wainright-Lee, "collaborative rather than chemicals, with the usual IP revenues."

In April this year, the company set up an Enfield development lab, which employs 20 people, and

plans to move its remaining facilities from South Bank University to Enfield or another site during the first half of 2003.

OLED based devices have the potential to be lighter, more energy efficient and far more vibrant than the current LCD based technology that dominates the FPD market.

There may also be future applications in the areas of lighting as OLEDs are highly energy efficient.

# Siroyan backs IP industry grouping work

SIROYAN IS BACKING an intellectual property (IP) industry grouping which is attempting to increase the usability of IP by providing a common standard for core interfaces.

Reading-based Siroyan is the first commercial IP vendor to join the Open Core Protocol International Partnership (OCP-IP) and will deploy the

open protocol in its current DSP cores.

"What the association offers is the first truly open effort... to make plug-and-play SoC design a reality," said Adrian Wise, chief technology officer at Siroyan.

As a sponsor member, Siroyan, which introduced its first scalable DSP core based on the Amba bus in April, will

become part of OCP-IP's working groups and will participate in developing future enhancements for the Open Core Protocol.

Wise believes that independence from proprietary interfaces, buses and other technologies, as well as from foundries, are key factors in making complex SoC design a mainstream engineering discipline.

The aim of OCP is to provide a scalable and reusable alternative to traditional interface schemes promoted by some vendors with stakes in SoC designs.

Founder members of the grouping include IP users and developers such as Nokia, UMC, Texas Instruments, MIPS and Sonics.



Wise: Independence is key for making SoC mainstream