

# It's all in the package

*Insight SiP is a fabless RF system-in-package (SiP) company with a reputation for speeding up design processes in increasingly complex electronics manufacturing. Michel Beghin, founder and CEO explains how they contribute to delivering on the promises of SiP technology: reduced cost, improved time-to-market, reduced form factor, and reduced power.*

Beghin was one of the co-founders of Insight SiP, in 2005. "We came from different backgrounds but we all realised that SiP was on the rise," he says. "What was holding it back at the time was a lack of expert SiP design knowledge. We believed that was the missing link." SiP has evolved considerably since then, Beghin adds. "Systems have become more complex, new RF functions have to be integrated. Generally, SiP customers want more and more functionality, but they want that functionality to take up less space, and less volume. This puts extra pressure on SiP manufacturers. Thankfully the industry now realises that integration issues need to be addressed at the design stage; the trial

and error approach just doesn't work in this day and age."

To achieve that goal, Insight SiP provides turn-key design services and creative packaging solutions to customers who need highly integrated systems to meet wireless and portable devices space requirements. The company employs a team of experts in RF circuit miniaturization and SiP technology, who have many years of experience in the area of cellular and wireless communication systems like GSM/W-CDMA, GPS, RFID, WLAN, UWB, Bluetooth®, ISM, WHDI™ and also in antenna design and integration. They have many design successes to their

name, says Beghin. "The first commercial product we launched was originally developed for Nanoradio, who are famous for their WiFi expertise. They chose to work with us because we uniquely offered them an advanced reference design. This is a major plus for electronics OEMs and vendors as testing reference designs takes up a lot of time and can get in the way of getting products to market quickly." Nanoradio was very happy with the work and that put Insight SiP on the map, Beghin adds. "The industry now realises that we don't 'just' sell design; we sell time savings."

Beghin predicts that SiP technology has a bright future. "Assembly technology for SiP is really moving forward and will continue to move forward. For us at Insight SiP that means we need to keep up with change. We've been in this industry for longer than most and that puts us in a favourable position. We see strong growth potential particularly in 3D/HD TV modules: we want to be seen as an expert in this field as we believe it will be the next goldmine in the SiP market."

Insight SiP is a research centre approved by the French Ministry of Education and Research. The company is headquartered in France and additionally has a presence in Japan and in the US.



Insight SiP  
Agora Einstein  
905 Rue Albert Einstein  
Sophia Antipolis, 06905  
France  
Website: [www.insightsip.com](http://www.insightsip.com)