



Press release

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Pori, Finland 19.3.2015

Siru Innovations Oy will launch its latest Software Defined Radio product at the SDR-WinnComm conference in San Diego, California

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Starting in the coming week, the key developers in the radio industry will gather at the SDR-WinnComm product exposition in San Diego. Joining the major radio industry giants will be Siru Innovations Oy from Pori, Finland, who will showcase their product for the first time to the general public.

Software-defined radio, or SDR, is a marvel of the new generation of radio technology, where it has been taken to the next level. The traditional radio model based on electronics is being transformed into a fully programmable device.

Pori-based Siru Innovations Oy is living proof that a global cutting-edge technology can be created somewhere outside Silicon Valley or a global metropolis. Renowned for their designs of graphic processors (GPUs) and industrial graphic user interfaces (UIs), the company's latest innovation and great source of pride is a compact SDR, which adds completely new dimensions for the development and use of radio technology.

"The word radio still sounds like it is fairly old technology, where devices are assembled from transistors, resistors and even tubes, figuratively speaking. However, radio technology is so much part of our lives that people don't even notice it. The car key is a radio transmitter just like a heart rate monitor or a smart watch, even RFID badges work on radiowaves," explains Jarkko Mäkivaara, Chairman of the Board of Siru Innovations Oy, founded in 2011.

"Our aim is to bring radio technology closer to people. We wanted to develop a device that will allow the ordinary consumer to use the technology more easily. Now we have a tool that can be applied for building new concepts," Mäkivaara points out.

The Siru Innovations SDR has a smartphone-level user interface, which acts like a smart phone screen. Janne Pulkkinen, involved from the very outset of product development for the device, aptly describes the technology as the eyes of the radio waves that display the waves to the user in a visual form.

"Other groundbreaking features are broadband real-time processing and the option for fast reconfiguration. The same base can be changed even on the



fly into different radios which is a huge benefit for example in material purchasing,” Pulkkinen summarizes.

The 17-strong staff of Siru Innovations are targeting radio and cell phone standards developers, the scientific world and regulatory authorities as potential user groups for SDR. The device is available for purchase on the Siru Innovations webshop.

Established in 2011, Siru Innovations Oy is a company of 17 people. Offices are located in Pori and Helsinki. The company’s business area consists of GPU design, industrial UIs, and SDRs.

Watch video:

<https://vimeo.com/122629896>

More information:

<http://www.siru.fi/sdr.html>

Press pictures:

<http://www.siru.fi/press>

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