

# “L&T-Freescale Strategic Partnership can address future challenges:” A.M. Naik

“Indian companies have shown that the total cost of development and time-to-market can be reduced without affecting product quality. Our time-tested engineering skills and project management expertise will contribute significantly in setting world-class benchmarks and surmounting the challenges posed by next generation embedded systems. L&T and Freescale’s strategic partnership combines proven capabilities in Engineering and Embedded domains with a view to address future challenges in these areas,” said Mr. A.M. Naik, Chairman & Managing Director, L&T; and Chairman, L&T Infotech. Mr. Naik, who was the Keynote speaker at the Freescale Technology Forum (FTF) 2008, held in Bangalore on November 13 and 14, 2008, shared these thoughts while delivering the Keynote address. FTF is the event of the year for the embedded semiconductor industry. Mr. Naik emphasized the need for India to emerge as a major hub for embedded design, engineering and manufacturing services; and also developing technology-based low-cost solutions that are affordable by farmers and the rural India.



Mr. Naik delivering the Keynote address



Mr. Naik (Left) along with Mr. Bayer

Mr. Rich Bayer, Chief Executive Officer, Freescale, shared his perspectives on industry developments, “The demand for new applications today is being driven by three trends. One, the Net effect fuelled by the emergence of user-created multimedia experience and growing bandwidth usage; two, the opportunity for electronics to improve health and safety; and three, going green to conserve energy and protect the environment. At Freescale, we are uniquely positioned to leverage our leadership in automotive, networking and RF communications to address these trends.”

Embedded Systems & Software (EmSyS), a business unit of L&T, and L&T Infotech jointly participated in this event. L&T Infotech was also one of the Gold Sponsors for the event this year. EmSyS showcased their Embedded Hardware and Software expertise. L&T Infotech displayed their expertise in software and hardware design capabilities through its wholly owned subsidiary GDA Technologies.

The Conference attracted more than 750 attendees with 400+ participating as delegates and listening to top industry speakers. More than 200 technical sessions were held, enlightening the audience during the two-day event.



A view of the L&T Group stall