

# creativity innovation

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“ Perhaps the most important ingredient of successful innovation is the creative technological idea that serves a pressing human need...”

- Michael Dertouzos - MIT

# Creativity and Innovation...

## AT THE CORE OF OUR BUSINESS

Creativity and innovation pervades across all areas that we work in, whether full life-cycle

Product Design Services for technology products, including hardware, software, enclosures and

embedded systems, Styling and Class A surfacing services for the automotive industry,

Animation and special effects services for the film, video and broadcast markets, or Systems

Integration services for design tools, visualization, advanced compute infrastructure,

networking and storage systems.

We at Tata Elxsi, leverage our ability to deliver innovation and creativity in all our businesses,

thereby creating a better value proposition for our customers.

# About Tata Elxsi



Tata Elxsi is a part of the multi-billion USD Tata group. Incorporated in 1989 as a public stock company, the Company delivers design and creative expertise coupled with strong technology competencies through its practice areas, addressing diverse industries such as automotive, consumer electronics, entertainment, multimedia, medical instrumentation, semiconductors, networking and wireless.

Headquartered in Bangalore, Tata Elxsi's delivery capability is supported by state-of-the-art design centers and labs across four locations, studios in Mumbai, and advanced communication facilities that allow for seamless global operations.

A network of over 20 international offices including USA, UK, Germany, France, Korea, Taiwan and Japan assures easy access to the company's global customers.

Our passion for excellence is supported by processes and systems, including SEI CMMI Level 5, ISO 9001:2000 and BS 7799. This focus on quality and delivery excellence strengthens our clients, and our practices translate into shorter time-to-market- just what enterprises expect from a partner in today's world.

## The Company's core practice areas cover

### I. Software Development & Services, which encompass

**Product Design Services:** Delivering full lifecycle Design Services for technology products and systems, including hardware and software

**IDE:** Delivering innovation and product design solutions, encompassing all elements of mechanical design, from concept development and styling, to graphics and branding, to interface development and detailed design.

**Visual Computing Labs:** Making possible compelling digital content for the entertainment industry.

And

**II. Systems Integration:** Enabling integration of design tools and compute, storage and network elements in the design environment.



# Growth... By Design

Innovation relies on intangibles, such as creativity, knowledge and experience. These intangibles are the most valuable resources of our time, much as raw materials were during early industrialization.

We at Tata Elxsi, believe our pool of talent is the most valuable resource we command, to deliver innovation and creativity in all our businesses, thereby enabling value creation for our customers.

We are a 2000-plus combination of left and right brain thinkers, with significant technical expertise and the ability to think out of the box.

From Software and Hardware Engineers to Styling and Mechanical Designers, from Graphic and Interface designers to Animators and Special effects artists, Tata Elxsi is home to a wealth of talent, of which no less than 20% consists of postgraduates or PhDs in Engineering/Science.

The expertise of our people comes from working with leading technology companies across the globe, and involves a diverse mix of competencies in a variety of technology domains.

Over the last year, we have added new Centers in Chennai and Pune, helping us access and tap into the local talent pool, while expanding our existing centers in Bangalore and Tiruvananthapuram. This has helped us grow our talent pool to address business growth and global delivery capability.



# PRODUCT DESIGN SERVICES



Tata Elxsi's Product Design Services provides world class design services and solutions across the product design lifecycle to industry sectors such as automotive, consumer electronics, media, semiconductor, scientific instrumentation, networking and wireless, helping global customers build and deploy technology products, while reducing development costs and time-to-market.

This is enabled by core domain and technology expertise in VLSI and hardware design, DSP, Wireless, Multimedia, Networking and storage, a rich industry experience of over a decade and SEI CMMI Level 5 certified processes for hardware and embedded software development.

A rich IP portfolio of reusable software components and ready-to-deploy product frameworks developed by technology teams within PDS, provides customers with a unique proposition of

licensable IP and product development services for enhanced product performance, reduced development costs and significant time-to-market advantage.



# IDE

Innovation, Design and Engineering - essential elements that make up a successful product.

At IDE we know our designs must not only be innovative and outstanding, they must also speak to the addressed markets in an understandable and compelling language.

IDE delivers integrated services towards complete mechanical product design, including ideation and styling, branding and graphics, interface and usability for consumer products, electronic enclosures, FMCG packaging and Transportation.

Working from product strategy and concept ideation, to prototype development and implementation, IDE delivers a full design lifecycle service for new product development, including compelling graphics and branding for consumer products and FMCG packaging

through a team of graphic designers and brand designers.

A specialist team of interface and usability experts complement the Product Design teams in developing UI and enhancing product usability and ergonomics.



**IDE** | innovation  
design  
engineering

# VISUAL COMPUTING LABS

Visual Computing Labs (VCL) leverages its unique mix of creative and technology skills in 3D Computer Graphics, Animation and Visual Effects, to offer services in pre-production, production and post-production of content for advertising, film, television and gaming, across the world.



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## VISUAL COMPUTING LABS

