Ticktock: Are you targeting any particular standards bodies?

We want to work with and cooperate with all the other relevant standards bodies. The key to effective work with standards bodies is to establish a strong demand for IPSL from the service providers, and then let that commercial success carry the new technology through the standards body.

Keep in mind that we are not waiting for adoption by any one or all of them. The IPSL SIG is in the process of creating a standard around IPSL right now! Eventually we will fold the IPSL SIG's work into one or more of the standards bodies.

Having said that, I should be clear that in the formative stages of our organization, we believe it is essential to conduct our activity outside established standard's body organization. This will prevent our undertaking from getting lost inside the larger machinery of those institutions.

My background has been focused on helping early stage technology companies take their technology to market in such a way that it outflanks competing technologies and secure broad and rapid market adoption. I've excelled at helping companies rapidly scale up through very efficient channel sales. We do have help from Kari (www.kari.com), which specializes in setting up standards organizations, including special interest groups and forums. So we'll rely on his talents to create the appropriate infrastructure for the organization.

Ticktock: How long is the typical standards adoption process and how can the IPSL SIG shorten that cycle?

That's a good question. I think there is much variability in how long a tech takes to be adopted into the marketplace. But typically it's a multi-year process. And in the telecom space the process can take 3-5 years or more.

Regarding the IPSL SIG, because the participants are focused on the DSL space only, the discussion will be narrowed and the group responsive to quickly evolving a standard that will be specific to the needs of the marketplace. We have already produced draft release 1.0, which is a very quick turn. So I am hopeful our cycle time will be shorter than what is seen in other parts of the telecom sector.

Ticktock: When I look at the current condition of the DSL wireline space, there is a clear need for a true market leader. Do you feel Rim Semi's IPSL technology can be that solution?

Cable companies are applying enormous pressure on service providers. History demonstrates it was easier for cable companies which originally only provided video, to add data and voice than for telephone companies, which originally only provided voice, to add data and video.

Current technologies that enable telcos to add data and video are not very economical. The xDSL chipsets available today have rate and reach characteristics that don't allow service providers to make money in the video space.

So there is a very, very pressing need for a video solution in the telecom space. Especially one that doesn't involve trenching and construction costs associated with fiber deployment. So the space is hungry for an answer to this problem. I think IPSL will be that solution! I actually feel like if the original rollout of DSL broadband is likened to the movie, *Star Wars* then IPSL could very well be the blockbuster sequel, *The Empire Strikes Back*.

Ticktock: Tie together the introduction of Rim Semi's chipsets, IPSL technology, customers and increased revenue with how the IPSL SIG makes all this better?

I think it might be useful to compare two hypothetical cases. In the first case, Rim Semiconductor goes at it alone, does not help form a SIG and does not seek to license the technology to others. In this model Rim Semi alone would take their innovative chipsets to market. The end result would be a small fabless semiconductor company with certain limited resources trying to cover a very, very big space. Rim Semi would still need to establish credibility. They would have to make an awful lot of sales calls, all around the world, in order to create the kinds of deals necessary to generate significant revenue. That would be quite a challenge. Because of the constraints present with limited resources, the ramp up of revenue for a company like Rim Semiconductor would be positive but the slope would be a little flat and likely not as attractive as option two.

Option two is where Rim Semiconductor does option one, but in addition, adds another initiative. By engaging in licensing activity and become a founding member of the IPSL SIG, Rim Semiconductor is now positioned to benefit from the collective brands, IP contributions, engineering talents, distribution channels and market expertise the hundreds of other firms can apply to commercializing IPSL. That's a much, much more exciting business proposition. ***And the best part of all, Rim Semiconductor receives royalties on every product developed***.