Intrinsync spins Soleus upgrades

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Intrinsyc Software has announced a 20 percent reduction in workforce, but also promised updates to its Windows CE application stack for phones and PNDs (personal navigation devices). The navigation-oriented "Soleus Transit" and a Soleus 2.0 beta will both be released in the fourth quarter, says Intrinsyc.

(Click here for a larger view of Soleus)

Soleus is a software stack that runs on top of Windows CE 5.0 or 6.0, and includes a suite of development tools. It was originally touted as a "turnkey" development platform for "feature phone" hardware that lacked the power to run Windows Mobile. However, recent Soleus-related announcements have increasingly targeted PNDs.

In June, for example, Intrinsyc in June released version 1.5 of Soleus, touted as being compatible with Microsoft's Windows Embedded NavReady 2009, a customized version of Windows CE 5.0 designed for PNDs. And in July, the company completed a $16 million purchase of assets from Destinator Technologies, including Destinator navigation software, software development centers in Israel and China, and seventeen related patents that are either granted or pending.

This week, Intrinsync announced Soleus Transit, a version of Soleus that will incorporate support for Destinator. Soleus Transit will be released in the fourth quarter of 2008, alongside a beta of Soleus 2.0, which will enhance the software stack with an "advanced user interface capability." Further details of Soleus Transit and Soleus 2.0 were not announced, but the latter product's "general availability" is set for the first quarter of 2009, says Intrinsyc.

Design wins

Intrinsyc has also announced two design wins for Destinator software. First, Destinator will ship on PNDs "to be sold through leading North American office supply retailers" by Taiwanese ODM Supa Technologies. Second, Destinator will be used on a series of PNDs, expected to begin shipping later this year from "a leading handset and consumer device manufacturer," the company says.

As for Soleus, Intrinsyc claims to have "several engagements currently in commercial negotiation" and "expects to close three additional Soleus design wins by the end of the year." The first commercially released product to use Soleus is Mio's Mio Moov 380 (right),

Mio's Moov 380 PND uses Soleus
(Click image for further information)

said to be shipping now in Taiwan and scheduled for European release later this year. The Moov 380 is a PND with GPS, tri-band GSM telephony, a SIM card slot, and a 4.3-inch display. Partnerships with one or more carriers in Taiwan will provide Moov 380 buyers with always-on GPRS connectivity, providing both voice calling and web browsing, according to Mio.

Though generally associated with Windows CE, Intrinsyc says it also worked to adapt software for Motorola's Linux-based Ming A1600, released in China earlier this year. For the Ming, Intrinsyc is said to have localized the Destinator application software with Chinese language support, customized the user interface, and implemented the ability to activate GPS map purchases and upgrades with a one-time SMS message.

Staffing changes

Blaming factors such as "the global economic environment," an "anticipated slowing of consumer spending," and "product development and release cycles not under Intrinsyc's control," the company says it is reducing its workforce globally by 20 percent, bringing the number of employees to approximately 300 worldwide. In particular, there will be a "reduction in development resources in North America, and a redeployment of projects to the Beijing-based low-cost development center acquired from Destinator," says Intrinsync.

"Effective immediately," the company adds, operations "will be run by the following three business leaders":

- Tracy Rees, newly appointed chief operating officer, will "drive global sales for software and services and manage the execution of engineering services." Rees, said to have joined Intrinsyc last year as acting general manager for APAC, was "instrumental in closing most of Intrinsyc's Soleus design wins over the past year."

- Souheil Gallouzi, senior vice president and general manager, mobile products and development, joined Intrinsyc in October 2007 from Qualcomm. Souheil "leads all software development" and will be "responsible for the Company's Soleus and Destinator software businesses."

- George Reznik, chief financial officer, will run the finance and corporate services operations. Reznik joined Intrinsyc in April 2008 from DDS Wireless, and is said to have previously held senior financial positions with Pivotal Software, Infowave Software, and Deloitte Corporate Finance.

Glenda Dorchak, chairman and CEO of Intrinsyc, said, "In light of global economic conditions and a slower than expected ramp of royalty revenues from Soleus and Destinator products, we have implemented these cost saving initiatives and workforce reductions to improve our operational efficiency while preserving cash. We believe our experienced and leaner executive staff will be more agile in responding to market dynamics and business opportunities."