



PROVENCE PROMOTION

Soon Baby Smart

This baby is big!

Here is a short Christmas tale ... for adults. Once upon a time there was a man called Paul Morgavi who used to work for Gemplus, and was a fan of the old saying «Unity is strength». In 2003, at the same time as the Impika Company was created specialized in printing technologies, he suggested that young companies like his own installed in the department should start up a club that would spread the fame of regional know how in micro-electronics far and wide. Baby-Smart was born, and Provence Promotion contributed to its christening. Paul Morgavi tells us the story of the birth of the newborn baby, while Bruno Bernard, the Leader of the Inno-va Card member company, tells us about its first steps.

> The “Baby Smart” big idea

Paul Morgavi: The Baby Smart Club was conceived in 2003 and founded in February 2004 by 11 young Companies (hence the "Baby") working in the fields of secure portable objects, some of them resulting from swarming of large groups like Gemplus.

This is the case of Impika, the Company we founded in 2003 when my partners and I purchased a technology that we had developed while we were working at Gemplus. Other companies joined us later, because the only way of competing with large groups and being more credible towards customers looking for complete solutions, is to work together in a cluster.

The word «Smart» was chosen to evoke the concept of «Smart Valley» developed by Provence Promotion, including a nod to Silicon Valley and an immense skill center! And also because the word «smart» is very important in our business.

> An effective value chain

At the moment, the association and the fourteen small and medium sized companies in it, provide an end-to-end value chain based on secure portable objects used in security, authentication, traceability (for example RFID) and identification technologies, for use internationally in a wide variety of markets and industries.

We can offer complete integrated solutions to our customers through this association.

> Slowly and steadily, the baby takes the lead ...

Our club has become an association on December 1, with head office in Gardanne. The association's objective will remain unchanged, to enable its members to work in network, to pool their resources, federate their efforts, share their experience and show up the industry of secure portable objects in Provence at its best.

We are starting to become known through the specialized press, and various trade fairs at which our logo is displayed - and when Provence Promotion welcomes us on its own stand!

> Provence Promotion? The Nanny!

Provence Promotion helped us to organize ourselves from the beginning; since then, they have been attentive to everything happening on this activity center in the region, they have helped us

to make contact with several companies who were planning to set up, and others that we had not spotted. This is a very important factor in communication and networking. Provence Promotion also helped us to create our companies, partly by facilitating our relations with banks. ANVAR (The French Agency for Innovation) was very helpful.

We are planning to create a «Baby Smart» company nursery in Gardanne if our success continues during the next two years.

> A nursery different from the others...

Our region has a very active micro-electronics industry. It is an important commercial and innovations crossroad with large companies working nearby. Obviously, our intention to consolidate our foothold is influenced by the development of Marseilles and its region around many state-of-the-art sectors.

We have chosen to stay here for these reasons, and also for the lifestyle and family ties, which are far from being negligible. The 24 employees of Impika will not tell you otherwise!

Nos invités en quelques lignes



Paul Morgavi

Paul worked for Gemplus for 15 years as Director of the Equipment Department, part of Gemplus's R&D division.

Since 1988, he has been monitoring the development of printing technologies and associated systems. His knowledge covers technologies such as offset, thermal transfer, cold sublimation, laser and ink jet, applied to plastic materials. He worked in the United States in 1996, for transfer knowledge on a mission in an American company and to develop a color printer for plastic cards using cold sublimation.

Paul Morgavi had worked at Thomson SGS semiconductor for 7 years and in the telecommunication industry in R&D for 2 years before joining Gemplus. He is the author of more than 20 publications about digital printing technologies.

He is now the CEO of the Impika company that he created in 2003. Impika has unique know how in the use of ink jet technologies for industrial applications, in the field of printing (INK JET), micro-electronics (MAT JET), and biomedical (BIO JET).



Bruno Bernard

Bruno has more than 15 years in the semiconductor industry. After 6 years experience installing equipment for clean rooms and further

training, he graduated from ENSPM (Ecole Nationale Supérieure de Physique de Marseille – Marseilles Higher National School of Physics) which has now become the EGIM (Ecole Généraliste des Ingénieurs de Marseille - Marseilles General Engineering School).

He then worked for 6 years at STMicroelectronics where he was involved in the development of many integrated circuits. He joined the AT-SKY Company (now NEOTION) in 2000, and successfully developed the Skyhip component, the core of the AT-SKY technology.

He and other STMicroelectronics and Gemplus engineers created the Inno-va Card Company in 2002.



Soon Baby Smart

> The first attempt of Innova Card

Bruno Bernard, President of Innova Card: We joined the Baby Smart club devised by Paul Morgavi and Provence Promotion at the beginning, since it is very efficient networking means, both for exchanging know how and information and for contacts with investors.

It is also an excellent international business card, since its name is now well known and synonymous with groups of complementary highly skilled companies in our sector.

> Honey! They blew up the chips!!

Innova Card was created in June 2002 to design integrated circuits and secure solutions for smart card applications. We are a so-called "fabless" Company, with no fabrication, and have developed a system on chip that integrates all functions of a payment terminal and a smart card reader on a single component.

This component is called USIP (Universal Secure Integrated Platform) and is the most highly integrated and secure on the market. It is different from other components through:

- Integration of all functions of a payment terminal on a single component. This significantly reduces the cost price of a payment terminal.
- A very high security level to satisfy increasing security demands from standardization organizations (VISA, FINREAD...)
- A «solutions» approach since, beyond supplying the integrated circuit, we can provide all onboard software. Terminal manufacturers can thus concentrate on the development of applications and associated services.

> The «solutions» pledge

We created our company based on several observations. Firstly, the fast development of "foundries" and advanced technologies being provided to outside companies.

Also, it is extremely difficult for a manufacturer to design a proprietary component due to development costs and the size of the terminals market. Our "platform and solutions" approach provides a means of satisfying the needs of terminal manufacturers and targeting several market segments.

> Angels watching over from Nice to Marseilles!

We work in La Ciotat (Bouches-du-Rhône department) — one of the most attractive climates! -, with 20 employees from all regions of France, at the heart of France's developing "Silicon Valley". This is a wonderful melting pot for companies working in the semiconductor and smart card fields.

Note that regional institutions are also closely involved in these activities and are particularly efficient at bringing in new projects. In particular, there is the ANVAR, the Incubateur Impulse (company nursery), the Conseil Général 13 (Departmental General Council), the CCIMP (Marseille-Provence Chamber of Commerce and Industry), Provence Promotion, the Region and its development agencies.

There is also a Business Angels pool in Sophia Antipolis, to which we owe our existence since they invested 800 000 Euros in our project. This is a very active club and there is no doubt that such a club would be useful in Marseilles – which obviously has sufficient means and human resources. But I think that progress is being made.

We will produce and market our technology internationally next year, due to an added 3.5 million Euros from venture capital companies.