America Connecting With Provence
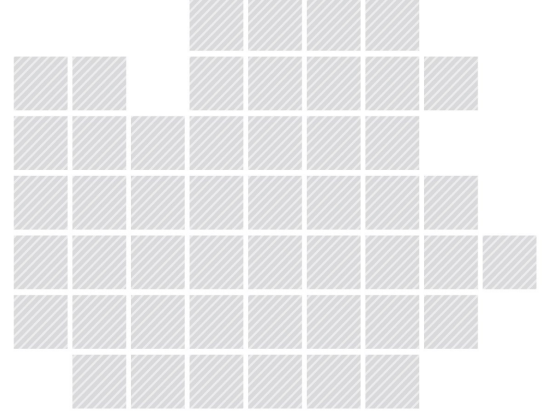
The Presto Engineering Story

Founded in 2006, the Californian microelectronics company Presto Engineering has always maintained close ties with France. In 2014, on the back of good figures, the company decided to set up a partnership in Provence with Inside Secure, taking over its test and characterization department. The takeover of this new R&D center, in a region with a highly competitive new technologies sector, heralded a new development strategy targeting connected objects. Michel Villemain, general manager of Presto Engineering, tells us more about this corporate story.

> Different Sites Targeting Different Markets

Michel Villemain : We specialize in developing testing and characterization solutions for components in the semiconductors field. What sets Presto Engineering apart has been its ability to find its place in a booming sector, to diversify by positioning itself in the connected objects market and to penetrate the microelectronics market by providing packaged service offers. In fact our company, which could be considered integrated, manages all the technical processes from industrialization to production for its (mainly fabless) clients, in contrast to its competitors, which reduces costs.

Presto Engineering is optimizing its growth curve by investing across all the continents. With already more than 80 employees in France (including 39 in Provence since last July) and earnings of €5M in Europe last year, we aim to expand our activities to the maximum and develop a number of market segments. Already present in the radiofrequency, onboard memory and secure applications sectors, we also specialize in securing the Internet of Things, a sector that can only grow in the years to come.

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> A Development Strategy Adapted to the Region

Michel Villemain: While in the United States we are concentrating on the development of broadband communication and test issues, in Europe we are looking more at shaking up the analog and micro-controllers market.

This desire to diversify our service portfolio has led us to set up in regions with high innovation profiles that are consistent with our goals. In 2014, we took the decision to set up in Provence for its vibrant IoT (Internet of Things) community. At the intersection between connected objects and secure applications, fields in which we are already present, Provence for us was an obvious choice in our drive to enlarge the Presto Engineering footprint. We thus decided to take over Inside Secure's test and characterization lab at Meyreuil with the aim of gaining a foothold in the local ecosystem and accelerate the company's growth in this new market.

> Boosting Growth in the European market

Michel Villemain: For us, the new R&D and production center at Meyreuil is obviously an entry point into the European market. In addition to the quality of life it affords, the site provides us with definite credibility in the very particular IoT sector. Here in Provence, we are already collaborating with Tiempo on the ASMART project. Local stakeholders -for example CIMPACA with the pooling of resources in Meyreuil and Provence Promotion, who will be awarding Presto Engineering the Invest in Provence label at the Cartes Secure Connexions show in Paris on November 19- are also helping enhance our visibility

The latter label of merit will allow us to be recognized as a member of a community of investors who have chosen Provence as a development base and better integrate ourselves in the local ecosystem.

To find out more: Presto Ingineering's website