



**DeepStream Technologies strengthens executive management team, appointing global manufacturing and supply chain expert as new VP of operations**

*Bangor, Wales-based DeepStream Technologies appoints Paul Yates to take responsibility for operations*

**22<sup>nd</sup> January 2008:** DeepStream Technologies, the intelligent sensing and control company, has appointed Paul Yates as vice-president of operations as it nears the launch of first products and looks forward to a new phase of expansion. Yates joins DeepStream from wireless device safety technology company Exradia, where he was director for corporate solutions and supply chain,

Before moving to Exradia, Yates worked at Celestica, a global provider of electronics manufacturing services. At Celestica Yates was director of global operations for both the Dell and Lear account groups, among others. As part of these roles, Yates was responsible for setting up manufacturing operations in overseas locations including the Philippines, Czech Republic and China and leading the transfer of setup to volume production of high tech components.

Yates comments: “The challenges involved in setting up new technology operations are many and varied, but the emphasis must be on providing cost effective, flexible, yet robust manufacturing processes that deliver high quality products on time to customer demand. DeepStream Technologies represents an exciting opportunity and it’s a fantastic time to take on this role.”

Mark Crosier, chief executive officer, DeepStream Technologies, said: “Following on from a very successful year in 2007 we are delighted that Paul has decided to bring his real-world experience and knowledge to our team in what will be an even more exciting year for DeepStream.

“As we ramp up manufacturing and establish more customer and partner relationships across the globe, we need a senior professional who can develop underlying processes in a high technology, fully automated manufacturing environment, that will enable us to deliver high quality products cost effectively in the UK for our global OEM clients.”

Yates graduated with a BSc Degree in Mechanical Engineering from the University of Bath. He is married with two children, lives near Nantwich, Cheshire and enjoys skiing, fishing and DIY.

–ends–

**For more information please contact:**

Peter Marcus

Citigate Dewe Rogerson

+44 (0)207 282 2987/peter.marcus@citigatedr.co.uk

**About DeepStream Technologies**

DeepStream Technologies, the intelligent sensing & control Company, designs and manufactures system level component solutions, using a proprietary 3-Dimensional shaped circuit technology, for Tier 1 global equipment manufacturers (OEM's). Launched in 2004 and voted the Start-up of the year at Elektra 06, the European Electronics Industry Awards, DeepStream's embedded intelligent components enable the creation of next generation products with embedded energy management, efficiency control and enhanced functionality for the energy, building automation, industrial control and appliance markets.

Mark Crosier, DeepStream's CEO, is a WEF Technology Pioneer and in June 2007 won the Ernst & Young north region Science & Technology Entrepreneur of the Year award.

Headquartered in Bangor, North Wales, DeepStream has research, development and high volume manufacturing facilities at the same location. The company has secured both private and public funding from organisations including Doughty Hanson Technology Ventures, 3i, HSBC and the Welsh Assembly Government.  
([www.deepstream.com](http://www.deepstream.com))