



**Richard Parry-Jones Appointed Non-Executive Chairman  
At DeepStream® Technologies Limited**

North Wales company gains 35 years' top level engineering  
and management experience with new appointment

**North Wales, BANGOR - January 17th 2006** Ford's Chief Technical Officer, Global Product Development and Group Vice President, Richard Parry-Jones CBE, has been appointed Non-Executive Chairman at North Wales-based, DeepStream Technologies, a pioneer in low cost, high volume integrated 3D digital technology.

Born in Bangor, Dr Parry-Jones is a world-renowned business leader and brings 35 years of global expertise in engineering and high level management to the start-up company, DeepStream Technologies.

Awarded a CBE in 2005 for services to the automotive industry, Parry-Jones is an elected fellow of both the Royal Academy of Engineers and the Institution of Mechanical Engineers.

Dr Parry-Jones's job at Ford Motor Company is to oversee product development activities for all Ford Motor Company vehicles worldwide, as well as the design, research and vehicle technology functions. He heads a technical staff of 30,000 engineers, scientists, designers and business professionals in North America, Europe, Latin America and the Asia-Pacific region. He also has strong academic links and is a Visiting Professor and Pro-Chancellor of Loughborough University

On his appointment at DeepStream Technologies, Dr Parry-Jones said: "DeepStream has developed a new technique for manufacturing digital sensors that will revolutionise electrical products to make them more intelligent, with the potential to change how we live and work for the better. Its potential is particularly appropriate as the world seeks cost-effective ways to manage the use of electric power more efficiently in response to concerns about global warming"

"The company is an exciting marriage of high technology coupled with intelligence-based manufacturing with huge growth potential. I believe DeepStream will be integral to the future of manufacturing in Wales and the UK and I am delighted to be associated with the DeepStream and provide what help I can to see it succeed."

DeepStream Technologies Ltd is a design and manufacturing company that offers a proven technology platform for embedding digital intelligence into most electrical

products. DeepStream partners with global Original Equipment Manufacturers (OEMs) and through integrating its 3D digital sensor technology helps to customise existing products or develop new ones.

Mark Crosier, Chief Executive Officer, DeepStream Technologies, said: "We are excited that someone of Richard's experience and standing has such a strong belief in our company and technology and we believe his expertise will be invaluable in our future development as a global player."

-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))