

## **CEES LINKS NAMED AS MARKETING CHAIR OF ZIGBEE RF4CE**

*BRINGING 25 YEARS OF WIRELESS INDUSTRY EXPERTISE AND STANDARDS  
DEVELOPMENT EXPERIENCE TO THE ZIGBEE ALLIANCE*

Utrecht, Netherlands - 19 April 2011 - [GreenPeak Technologies](#), a leading fabless semiconductor company, today announced that their CEO and Founder, Cees Links, has been named as the Marketing Chair of [ZigBee RF4CE](#). As Marketing Chair, Mr. Links is responsible for developing and coordinating the worldwide market acceptance of the ZigBee RF4CE wireless standards into set-top boxes, remote controls, television sets and other consumer electronics and home entertainment systems.

"Getting Cees Links as a member of our team is a real coup," said Mr. Bob Heile, Chairman of the ZigBee Alliance. "There are few in the electronics industry who have the experience we need to evangelize our standards and drive their adoption into the consumer electronics market."

"ZigBee RF4CE is the specification created especially to control consumer electronics products," explains Cees. "Currently being rolled out worldwide, ZigBee RF4CE is a real step forward for entertainment control. No more wires, no more infrared, no more point and shoot thanks to more sophisticated home entertainment devices."

Recognized as a pioneer of the wireless data industry, Cees Links is a visionary leader dedicated to bringing together the world of mobile computing and continuous networking. Under his responsibility, the first wireless LANs were developed which ultimately became Wi-Fi, the ubiquitous household technology now integrated into the most of the world's notebooks, mobile computing devices, and smart phones. Cees has been involved in the establishment of the IEEE 802.11 standardization committee and the Wi-Fi Alliance. He was also instrumental in helping to establish the IEEE 802.15 standardization committee that is the base for all ZigBee specifications and standards.

Cees created the right vision for wireless LANs and saw it through to a complete success for Wi-Fi. He will do the same to make ZigBee RF4CE equally successful.

### **About ZigBee RF4CE**

The ZigBee RF4CE specification offers an immediate, low-cost, easy-to-implement solution for control of products and opportunity for a variety of standards including [ZigBee Remote Control](#), [ZigBee Input Device](#) and the pending [ZigBee 3D Sync](#). The ZigBee RF4CE specification is designed to control a wide range of products including home entertainment devices, garage door openers, keyless entry systems and many more.

### **ZigBee: Control your world**

ZigBee offers green and global wireless standards connecting the widest range of devices to work together intelligently and help you control your world. The ZigBee Alliance is an open, non-profit association of approximately 400 organizations driving development of innovative, reliable and easy-to-use ZigBee standards. The Alliance promotes worldwide adoption of ZigBee as the leading wirelessly networked, sensing and control standard for use

in consumer, commercial and industrial areas.  
For more information, visit: [www.ZigBee.org](http://www.ZigBee.org).

**RF4CE on Twitter**

<http://twitter.com/#!/RF4CE>

**About GreenPeak**

GreenPeak Technologies is a fabless semiconductor company and is a leader in highly integrated IEEE 802.15.4/[ZigBee RF4CE silicon solutions](#) for consumer electronics. GreenPeak is headquartered in Utrecht, The Netherlands and has offices in Belgium, Japan and Korea. GreenPeak is backed by venture capitalists: Gimv (Belgium), DFJ Esprit (UK), Robert Bosch Venture Capital (Germany) and Allegro Investment Fund (Belgium). For more information, please visit [www.greenpeak.com](http://www.greenpeak.com)

RF4CE mentioned in the press release above refers to the ZigBee RF4CE industry standard. ZigBee and ZigBee RF4CE are trademarks of the ZigBee Alliance.

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