



## Interview of Robert Lacoste - CEO of ALCIOM

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[In January 2020, the Wize Alliance launched a [Call for Projects](#) with an endowment of €100,000 to help financing the development of new use cases using Wize. A maximum of 3 winners could split the total amount of the endowment. [ALCIOM](#) is one of these three winners.]

[Robert Lacoste](#) founder and CEO of [ALCIOM](#) answered our questions. Let's found out about Wize'Up in this interview!

- Can you briefly describe your company and the market you address? What are your domain of expertise?

[ALCIOM](#) is a consulting and design house specialized in wireless and mixed-signal electronics. Our field of expertise includes advanced hardware design, RF and microwave, antenna simulation and optimization, IoT protocols, software defined radios and digital signal processing.

- Who are your clients? What are their needs?

Since 2003, [ALCIOM](#) served more than 200 customers worldwide: 60% are large accounts (mainly innovation / advanced studies divisions), 40% are startups and SME's. Our projects are mainly design services, ranging from a couple of days of consulting to full turn key projects. As we are technology experts, we have customers covering a very broad range of applications, from smart metering to medical devices, from avionics to musical instruments, etc.

- In what consist your projects and when will the product be on the market?

In addition to our design service activities, [ALCIOM](#) invests up to 20% of its workforce in advanced, internally funded R&D. The goal is to develop technological bricks that allows then to reduce time to market and risks for our customers. In 2020, we decided to develop Wize'Up, an open-source high performance Wize module, and we were delighted to get support from the [Wize alliance](#) for this project.

- What needs did you identify for the creation of such product?

The development of a new Wize-compatible device may seem a hard task for newcomers. The goal of the Wize'Up project is to drastically reduce the learning curve and risks by providing a fully tested Wize design to the community. We decided to release the full hardware in open source (CERN-OHL licence), in order to allow to easily cut and paste it in any design. Wize'Up is also available as a ready-made module from [ALCIOM](#) of course. On the software side, this design is made to be compatible with the open source Wize stack developed by [GRDF](#), and could be implemented on the Wize'Up module and driven with an easy-to-use AT-command set.

- Why did you choose to add Wize to the panel of technologies you already use? What is Wize bringing to the table?

[ALCIOM](#) is a member of the [Wize Alliance](#) since its creation and is one of the co-authors of the Wize specification. We are also the designers of the software-defined radio Wize modem used by [SUEZ](#) and [GRDF](#). As such, we are very well placed to know the unique positioning of Wize on the IIoT market. Simply said, no other standardized solution has proved to have better performances for deep indoor application. We hope that Wize'Up will allow to drastically enlarge the applications of Wize, even if more than 10 million Wize devices are already on the field.



- What do you expect from Wize in terms of sales?

Honestly, the decision to release the Wize'Up design under an open source license is a first for us. On the short term, we are proposing ready-to-use development kits and modules. We will of course be available, through design services, to develop customized versions of Wize'Up as well as full Wize-ready products for interested customers.

**The product is expected to be on the market by the end of March 2021 and is already used for a few pilots.**

Check their [website](#)  
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