

# Pragmatic Communications Systems, Inc.



**Innovative, Reliable, Affordable**

Pragmatic Communications Systems, Inc. is a Silicon Valley based, highly successful, privately held California Corporation, that was founded in 1994 as a natural expansion of Pragmatic Solutions, an engineering consulting group since 1986.

The company traces its roots to designing electronics for bio-medical research instruments in late 1980s. It expanded its expertise in radio-frequency communications and wireless systems, culminating in an industry-first, a commercially available high-resolution wireless video transmission system for MRI signals, thermal imaging cameras, wireless intra-oral cameras, etc.

The company was part of NASA Ames Technology Commercialization Center (ATCC) in Sunnyvale and graduated from the business incubator in 1995. As part of the ATCC, company provided wireless video transmission technologies to NASA's prototype Mars Rover project, Moffett Naval Air Station, US Coast Guard, US Air Force, Nuclear power plants, US Border patrol, law enforcement, life safety and search & rescue missions, etc.



In the mid 1990s, company expanded its technologies into the cellular and mobile communications and developed test equipment for worldwide cellular infrastructure deployment. These products were developed as an OEM and sold through private label arrangements with an OEM marketing company. Pragmatic continued its OEM strategy for vertical niche markets where it could leverage its technical expertise, and diversified into professional broadcast, commercial audio-visual and industrial control systems under its own brand name.

Since 2003, the company has been supplying high-resolution CCD imaging cameras to an industry leader OEM company for Ophthalmic measurement equipment used in cataract and laser eye surgeries. In 2005, the company started designing and manufacturing HealthCare LCD TVs and sold them nationwide through a private label sales and marketing channel. Since 2010, these products have been directly marketed under the Pragmatic brand name.

Most of the company's manufacturing is carried out by local Contract Manufacturing partners in Santa Clara county, allowing the company to focus its resources on R&D and technology development instead of manufacturing infrastructure. Pragmatic has more than a decade long relationship with its key vendors in electronics assembly and fabrication. Having local manufacturing within a few minutes drive offers the company same control and flexibility as its own plants without the overhead costs. This has enabled Pragmatic to provide very high quality products at a very affordable cost compared to its competition. Despite lower costs, Pragmatic products are very reliable and of highest quality. More than 99% of Pragmatic products installed in mid-1990s are still in operation after more than 15 years. Pragmatic has shipped more than 30,000 high-efficiency audio amplifiers in digital signage and commercial sound market with zero known field failure. Pragmatic has shipped more than 24,000 high-performance line-array speakers since 2005 with zero known field failure. More than 12,000 CCD cameras have been shipped in the last decade without any field returns or quality defects. At Pragmatic, *failure is not an option*.

Pragmatic has a strong IP portfolio, several patents in wireless multi-media, audio/video/control communications technology and control systems. It also has strong proprietary technologies in high-efficiency audio amplifiers, line-array speakers, high-resolution LCD/LED displays, wireless and wired communications fields. Pragmatic continues to use its expertise and proprietary technologies to grow into vertical niche markets offering unique and cost-effective solutions. Our satisfied customers believe that the best solution is a Pragmatic solution that is custom-tailored to their needs!







