

Intrinsyc bolsters Windows CE feature-phone efforts

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Intrinsyc Software has added a key employee tasked with driving the company's "product development and market planning efforts" in support of its Windows CE-based feature phone initiative. Andrew Thomas will serve as Business Development Manager of Intrinsyc's UK office as part of its Mobile Software Products division.

At the 3GSM World Congress in Cannes, France earlier this year, Intrinsyc [unveiled](#) a suite of software and tools that are intended to extend Windows CE into the rapidly growing feature-phone device segment, a mobile phone segment largely ignored by Microsoft. In May, the company announced that it had [established](#) a Mobile Software Products division, charged with "leveraging the Windows CE operating system to create software that will allow mobile phone manufacturers to design more cost-effective and feature-laden handsets."

Strategy Analytics director of wireless devices Chris Ambrosio was quoted by Intrinsyc earlier this year as saying, "By delivering feature phone-specific extensions for Windows CE, Intrinsyc is well positioned to compete in the feature phone and consumer-focused smart device market opportunity, which will total 180 million units annually by 2008."

Thomas brings years of valuable experience working with mobile network operators and handset manufacturers, according to Intrinsyc. For the past ten years, he served in a number of roles at Orange PCS, where he oversaw the development of the Windows Mobile powered Orange SPV. These included Senior Engineer for Strategy & Technology, Orange Brand Experience Manager and Business Devices Manager. His primary responsibility will be "expanding our relations with carriers and device makers to ensure their infrastructure and handset requirements are met," the company says.