



Hossein Yassaie Biography

Imagination Technologies

Hossein Yassaie, PhD, is the Chief Executive Officer of Imagination Technologies, a leading provider of System-on-Chip (SoC) silicon IP whose technologies power many of the advanced and new generation mobile phones, personal media players, ultra low-power PCs/mobile internet devices (MIDs), digital radios, TV's and automotive navigation and information devices.

Imagination Technologies is also the parent of the PURE Digital the leading global digital radio supplier. After attaining his PhD, Hossein was a research fellow at the University of Birmingham with extensive work on digital signal processing and high performance system architectures. Prior to joining Imagination Technologies in February 1992, he was with STMicroelectronics and Inmos for eight years (since 1984), where he set up and managed the DSP and digital video developments.

At Imagination Hossein initially held the position of Technical Director, before becoming Chief Executive Officer in June 1998. He has been responsible for the company's successful strategy which has seen it develop and market advanced, low-power and market-driving technologies in the key areas of 3D graphics, digital video and display, programmable communications and embedded processing. He was also responsible for launching, in 2001, PURE Digital, the world's leading manufacturer of DAB and internet digital radios and the entity behind the market leading PURE brand, as a wholly owned division of Imagination.