

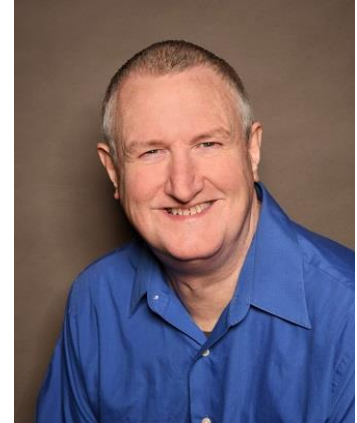
## Daniel Bruce Ogilvie

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### Summary

I am an experienced and innovative electronic design engineer specialising in the video processing field. I am founder and director of SingMai Electronics and I am a senior member of the IEEE and a member of SMPTE, have one US patent, have two product designs that feature on the US television program, CSI, had a paper accepted for the ICCE conference in Las Vegas, 2008 and was a member of the Technical Committee of the ISCE conference in Kyoto, 2009.

### Professional Experience

*SingMai Electronics Ltd., Ayr, U.K.*  
*SingMai Electronics Co. Ltd., Saraburi, Thailand*  
*SingMai Electronics Inc., Kitchener, Canada*

*August 2017-Present*  
*September 2009-August 2017*  
*November 2008-September 2009*

**Position:** *Founder and Managing Director*

### Main Responsibilities

Founder of SingMai Electronics, (<https://www.singmai.com/>), a company involved in the design and manufacturer of development systems, products and FPGA/ASIC IP cores for Video, Imaging and Multimedia applications.

### Achievements

- Achieved orders from a number of prestigious electronics companies including Lockheed/NASA (for the International Space Station), General Dynamics and TechPoint (US), ATX Networks (Canada and Israel), Eyenix (South Korea), Rhode and Schwarz (Germany), and Innosilicon, Rockchip, and Fullhan (China). We currently sell to over 15 countries.
- Made the original proposal for analogue HD transmission adopted by many other companies (AHD, HDCVI and HDTV).
- Responsible for the day to day running and all technical aspects of the company.
- Elected to the Technical Committee of the ISCE conference 2009.
- Awarded a book contract to write a book on analogue video processing.

**Magnum Semiconductor, Waterloo, Ontario, Canada**  
**Position: Principal Design Engineer**

**July 2007-November 2008**

**LSI, Waterloo, Ontario, Canada**  
**Position: Principal Modelling Design Engineer**

**November 2006-July 2007**

*(The Consumer Product Group of LSI was acquired by Magnum Semiconductor on 31<sup>st</sup> July 2007. My position and role remained the same.)*

### **Main Responsibilities**

Algorithm development, mathematical modelling, RTL coding, VLSI verification and validation for a state of the art analogue video decoder IC.

Responsibilities include technical assistance and training for the team members on video, development of quality improvements, liaison with marketing and field applications, development of field trials schedule and customer visits, assistance with integration into MPEG codec IC and liaison with analogue IP suppliers.

### **Achievements**

- One patent application filed and three pending (LSI).
- Solved several outstanding verification performance issues and suggested a number of improvements, (that have been implemented), to improve the IC performance.
- Involved with discussions on the IC family roadmaps.
- Having a paper on the decoder accepted at the 2008 ICCE conference in Las Vegas.
- Elected to the AdCom committee of the IEEE Consumer Electronics Society.
- Elected to the technical paper selection committee of the ISCE conference, 2008.

### **Recommendations**

*"Dan has a world class understanding of the analogue video standards and was vitally instrumental in resolving key issues within one of the LSI projects. He is creative and applies his knowledge to the specific situation at hand in creative ways. He works well with both engineering and marketing teams to creating a winning product." January 7, 2008*

[Mark Kwong](#), Director of Engineering, LSI

**Philips Electronics, Toa Payoh, Singapore**  
**Position: Function Manager AV (grade 70)**

**March 2004-October 2006**

### **Main Responsibilities – Function Manager Audio/Video Function**

Owner of Audio Video Function within BCT Audio Video Systems

Ensure the availability of Audio/Video function/feature roadmaps and technology roadmaps.

Support commercial ambitions related to Audio Video domain. e.g., best picture, best sound, FNAC 4 stars.

Ensure proper technical knowledge/competence is available to realise agreed plans.

Ensure roadmaps and competences are shared by setting up proper networking.

Initiate assignments for new Standard Design and key-component developments related to the Audio/Video domain.

Manage the Field Call Rate and integral cost evolution within Audio/Video domain.

Recommend contract research projects related to Audio/Video domain.

Ensure proper benchmarking of Audio/Video function.

Participate in supplier integration.

Lead in functional triangles involving Purchasing, Product Strategy and Planning and Development.

Project management in pre-concept phase of Standard Design and Technology creation projects.

Map and manage diversity in relation to Master Plan.

Ownership of licenses related to his/her functional domain

Build and maintain network on internal and external contacts in own and related fields, including attendance at relevant conferences and/or exhibitions.

Actively source, circulate and archive technical articles

### **Secondary Responsibilities – (Front End Expert)**

Provide specialist know-how and guidance to development team in area of front-end/servo and playability/writeability.

Help build up front-end related competence of development team by providing training/coaching.

### **Achievements**

- During my time with AV Systems I have made 18 ID (Invention disclosure – Patent applications), all pending acceptance.
- I am a gatekeeper for a MPEG reconstruction project in Research.
- I have proposed, technically researched and demonstrated proposals for features to be adopted in 2006 products, including a new audio codec, low cost audio DSP and video signal enhancements.
- I have proposed (and had accepted) significant cost reduction measures for the 2006 recorders.
- I have become patent facilitator for AV Systems, increasing the number of patent submissions from 9 in 2004 to 59 in 2005.

### **Recommendations**

*“As a Function Manager for Audio and Video function Dan has demonstrated his extensive knowledge of A/V as well as created a number of innovative solutions, especially in the Video domain. This is evidenced in the number of prototypes, patent applications and papers for IEEE which he has contributed. Dan is passionate about his work and combines a good understanding of the technology with an ability to work “hands on” to realise solutions, prototypes and ideas. He articulates ideas and concepts well, enabling clear understanding among colleagues and customers. He gets along well with colleagues and can work in all environments but is best in a Research, Advance Development or Innovative setup.” January 17, 2008*

[Ho Hsi Choong](#), Director, Philips

**Philips Semiconductors, Southampton, Hampshire, U.K.**

**2000-2004**

**Position: System Architect (grade 6A)**

On joining Philips I was made responsible for the setting up of a ‘front end’ specialist group within the Systems and Applications group of Business Line Storage. This group was formed to give Southampton expertise in ‘front end’ CD and DVD systems and ICs and influence future architecture in these areas. This involves liaising with Eindhoven Pre-development and Nijmegen IC design, participate in the architecture study team meetings, and provide training and support for the rest of the department in front end issues. This responsibility also involves gaining substantial knowledge of mechanics and optics in CD/DVD systems. Since the group has been formed we have gained a reputation throughout Philips for our knowledge and expertise. Personally I am invited on all the future roadmap decisions, attend all our customer marketing presentations to customers for technical questions (involving major meetings with potential customers such as Samsung/Sony/Sharp/Sanyo etc.), provide technical opinion to management, provide technical presentations to other Philips groups (e.g. Optical Storage Tokyo, Consumer Electronics Singapore), and liaise with Research for future product direction (e.g. Blu-ray).

### **Achievements**

- Establishment of front-end team (of 6 engineers) at Southampton who are now respected by both customers and within Philips.
- Gaining sufficient in-depth knowledge of the ‘front end’ to influence future IC design and strategy.
- Providing technical presentations to Philip’s management, Philip’s marketing and both internal and external customers.
- Achieving promotion after just eighteen months of joining.
- Member of the cross-site Core Architecture team.

*Snell and Wilcox, Liss, Hampshire , U.K.*  
**Position:** *Principal R&D Engineer*

**1995-2000**

Responsible for the management of a small team involved in the design and development of a range of broadcast video products. Products I designed included state of the art digital video decoders and encoders, timebase correctors and real time video noise reducers. Development of these products involves initial concept and design, prototyping, designing for medium volume manufacture (high hundreds) and liaison with technical authoring, test and manufacturing. The designs involve knowledge of high speed/ high accuracy analogue circuits, high precision ADCs and DACs, high speed digital design (to 270MHz), complex FPGAs (Altera) and DSP, microcontrollers, and knowledge of PCB layout techniques, EMC requirements and ISO9001/2.

**Achievements**

- Training and supervision of graduates and junior engineers.
- My designs contributed to over 10% of turnover of the 500 strong, (£40M), company.

*Framestore Technologies, Southampton, Hants.*

**1984-1995**

**Position:** *Director*

I started Framestore Technologies in 1984. The company designed real time video image processing equipment and supplied to companies such as NASA, Nuclear Electric and British Gas. Both Southampton University and Southampton General Hospital were supplied with our products. As well as being involved in the hardware design of all products, I was also responsible for meeting customers to discuss their OEM requirements and liaising with distributors, PCB manufacturers and sub-contract manufacturers.

**Achievements**

- Grew the company from start-up to over £330,000 turnover.
- Supervised a staff of 9.
- Designed complex OEM products for companies to tight time scales and budgets.

*Foster and Freeman Ltd, Marconi Marine,  
Southampton University, ASWE.*

**1973-1984**

Prior to starting my own company I was a hardware design engineer for the above companies. Projects I worked on included automatic glass refractive index measurement equipment, merchant marine radar video processing, ultrasound equipment, a video framestore and image processing workstation, high current floating constant current power supplies, low light video cameras, EHT power supplies, high precision audio etc. etc.

## Qualifications

Masters Degree in Art History.  
Bachelor of Arts (Hons) in Humanities with Art History.

1 year supplementary endorsement in Electronic Engineering and Communications (post HNC).  
Higher National Certificate (with credits) in Electronic Engineering.  
Ordinary National Certificate (with distinction) in Physics.

I am a Senior Member of the Institute of Electrical and Electronic Engineers (SMIEEE).  
I am a member of SMPTE.

I am proficient in Altera Maxplus and Quartus and Xilinx ISE FPGA design packages, Viewlogic, Verilog, AHDL, VHDL, Matlab and MathCad, Orcad, Cadstar and PADS PCB design packages as well as a number of other software packages, (Word, Excel, Powerpoint etc).

I have written many articles for technical magazines and given many technical presentations to both technical and non-technical audiences.

I have had a paper accepted for the ICCE conference, Las Vegas, 2008 ('A Novel AV Decoder for DVD recorders').

One US patent has been filed, 'An automatic method for luminance chrominance delay compensation'.

Past member of the Administrative Committee of the IEEE Consumer Electronics Society.

Member of the ISCE, 2008 conference Technical Paper selection panel.

Member of the Technical selection committee for the ISCE conference, Kyoto, 2009.

I have satisfactorily completed Philips' courses in control theory and phase locked loop theory.

I have completed a (Philips' sponsored) Open University course in Applied Mathematics.

I have completed a course in Philips Business Excellence, allowing me to accredit the AV Systems for this European aligned Business Excellence accreditation.

## Interests

Art History, writing (I have written three novels and am currently writing a book on operatic tenors), opera, cricket and cooking.

I am sporadically trying to learn the Thai language.