

# Computers Today

March 16-31, 2001

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## 21 New Gen Companies: Up & Emerging Big

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**A set of emerging companies that appear to have a technology advantage in an ongoing war for market share.**

### Communications Corner

The face of communications is changing with innovations—from the Internet to telecommunications, and convergence of the two—helping people to communicate easier and faster. Working on these areas is still considered to be a tough task among software developers in the country, since most of the companies are used to getting specs for the development and simply working on them. But then, Vinay L. Deshpande, Chairman and CEO of Encore Software (formerly Ncore Technology Pvt. Ltd), had always been an iconoclast.



Encore's business areas include DSP programming and embedded systems. In the DSP area, it is considered to be the only company in the country developing high-speed modems and speech codecs for licensing. "And we are in the top-five league the world over. We license our technology to some of the world's leading telecom, semicon and electronic equipment manufacturers," says Deshpande.

**CEO:** Vinay Deshpande  
**Location:** Bangalore, India  
**Niche:** Convergence technology with focus on developing only technology  
**Employees:** 80  
**Web:** [www.ncoretech.com](http://www.ncoretech.com)

Encore Software is offering technological solutions in DSP-based modems and speech codecs as well as embedded systems. The company develops DSP-based soft modem and speech coding algorithms for licensing, apart from providing contract development services. Encore Software's products and services range from DSP-based modem and speech-coding technology to evolving key designs in embedded systems. The company explains its revenue models through two streams: license DSP-based modems and speech codecs, and undertake contract development and consultancy in embedded systems.

