

Pounce Consulting Enters The Embedded Development World



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Anaheim California, June 9 2009: Pounce Consulting a wholly owned subsidiary of Pounce Consulting de Mexico S.A. de C.V. has announced today the creation of **Pounce Embedded Systems**. This division is a boutique operation that specializes on design, development and proof of concept of embedded solutions. This new division represents a 1.2 million USD investment on capital equipment, and training of resources. Pounce Consulting has also announced that Jorge Velasquez will be joining their staff as the General Manager of **Pounce Embedded Systems**; Mr. Velasquez has more than 10 years on the embedded world, working as a Global Manager for Motorola and Freescale Semiconductors.



Pounce Embedded Systems will be dedicated to meet client's electronics engineering needs and will support them in the medical, automotive and the consumer markets by accelerating the design cycle of electronics solutions guarantying access to the latest technologies.

This new division adds significantly to Pounce's technical talent pool of professionals and allows Pounce to continue its growth plans by

generating jobs and business opportunities in the US and Mexican markets.

*"This new Embedded division brings more value to our company, it makes us more competitive in the global market for technical services and it places Pounce as a key partner for customers that want to co-invest in the development of Embedded solutions."*said Roger Viera, Pounce Consulting CEO.

About Pounce Consulting

Pounce Consulting is a leading, Mexico based, technology consultancy founded in 2001 as an IT service provider focused on assisting their clients in their efforts to connect with their customers, suppliers and employees. Pounce Consulting IT services include Application Development, Application Integration, Captive Center services (Near Shore), IT Outsourcing as Flexible Workforce Solutions. The company also provides Software Architecture Assessment and Design.

Pounce Consulting Mexican headquarters and Global Delivery Center are located in Guadalajara, Mexico. The firm also has offices in Aguascalientes, Mexico City and Monterrey. Headquarters for Pounce Consulting Inc. are located in Anaheim, California.

To know more about Pounce Consulting and how they can add value to your business visit www.pounceconsulting.com or e-mail your comments to marian.garibay@pounceconsulting.com.

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