



CERTI

Founded in 1984 with the mission to support companies in developing advanced **technology solutions** for products and processes, and promoting **innovative entrepreneurship**

Science, Technology and Innovation Institution

Private, independent and non-profit





Over **70**
professionals



3 PhDs



6 POSTGRADUATES



13 MASTERS



INTERDISCIPLINARY APPROACH

Engineering

- Electrical
- Mechanics
- Mechatronics
- Control and Automation
- Telecommunications
- Industrial

Computer Science

Web Software
Electronic Products
Products Design

Project Management

Business Administration
Knowledge Management
Economy

Marketing

Journalism
Design

NEW PRODUCT AND SOLUTIONS DEVELOPMENT

BUSINESS OPPORTUNITIES

Mapping and identification of business opportunities

SOLUTION CONCEPT

Solution or new product conceptualization

PROJECT REQUIREMENTS

Project requirements and solution architecture definition

PROTOTYPING AND VALIDATION

Prototyping and validation with users

PRODUCT DEVELOPMENT

Solution, final prototype or product development

TESTING, ANALYSIS AND VALIDATION

Cycle of tests, performance analysis and validation



PRODUCT OR SOLUTION

available to the market

-  **Strategic Analysis**
for Innovation and Business
-  **User-Centered Design**
User Experience, Usability
-  **Software Development**
High Level SW, Applications, Embedded
-  **Hardware Development**
Electronic, Mechanical, Optical

Business Environment Mapping

And opportunities generation

Business Models

and economic feasibility



Trend Analysis

Technology and market

Value Chain, Customers and Competitors Analysis

Regulations and Risk

Competitive Intelligence System



Strategy to Enter in New Segments



Scenario Creation

Use contexts evaluation



Personas Creation

Simulation and users profile analysis

Functionality, Ergonomics and Usability

Design Thinking Tools

Prototyping

Users Interviews

And Analysis of Application Locations



Users Testing

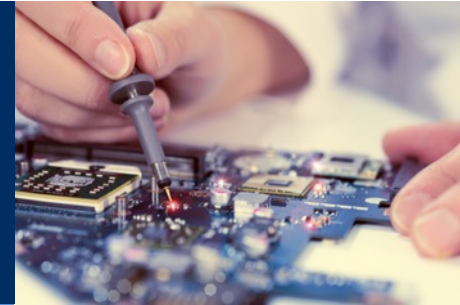
Using prototypes

Mechanical Project

Metal and plastic parts, thermal analysis, manufacturing and prototypes integration

Electronic Project

Simulation, layout, prototyping, testing with high complexity boards



Optical Systems

Project and integration

Product Development

Complete solutions for several segments

Customized Equipment

For different applications

Industrial automation

Robotics and special machines



Prototyping

Mockup, 3D, Engineering

Cloud Computing, Big Data and Analytics

Intelligent Systems and Embedded Systems

IoT

Web solutions and distributed
computing

Linux, Android, iOS

Participation in Open Source
projects

Voice Recognition and Computer Vision

Agile Development

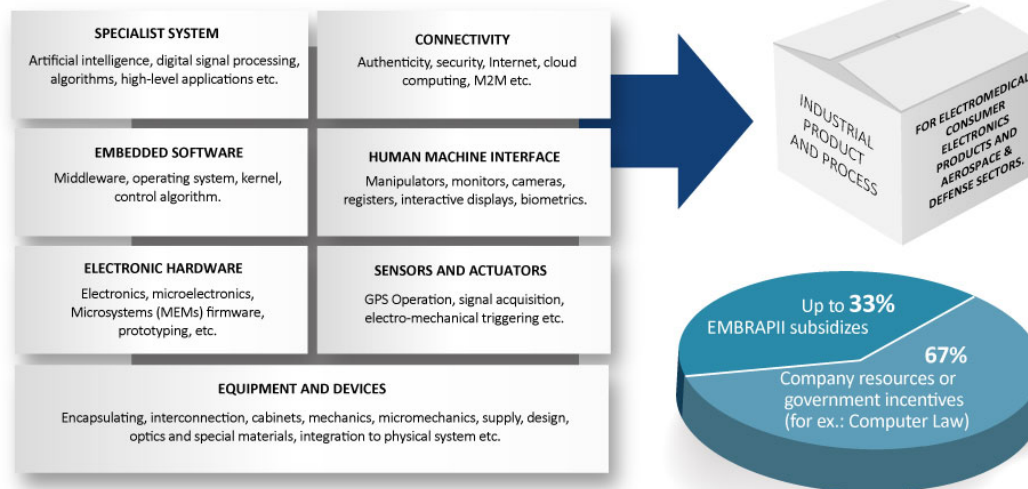
Scrum, XP, Lean

Concurrent Engineering

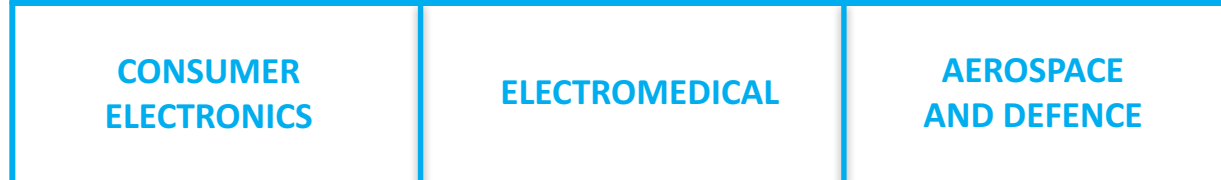
And automated testing

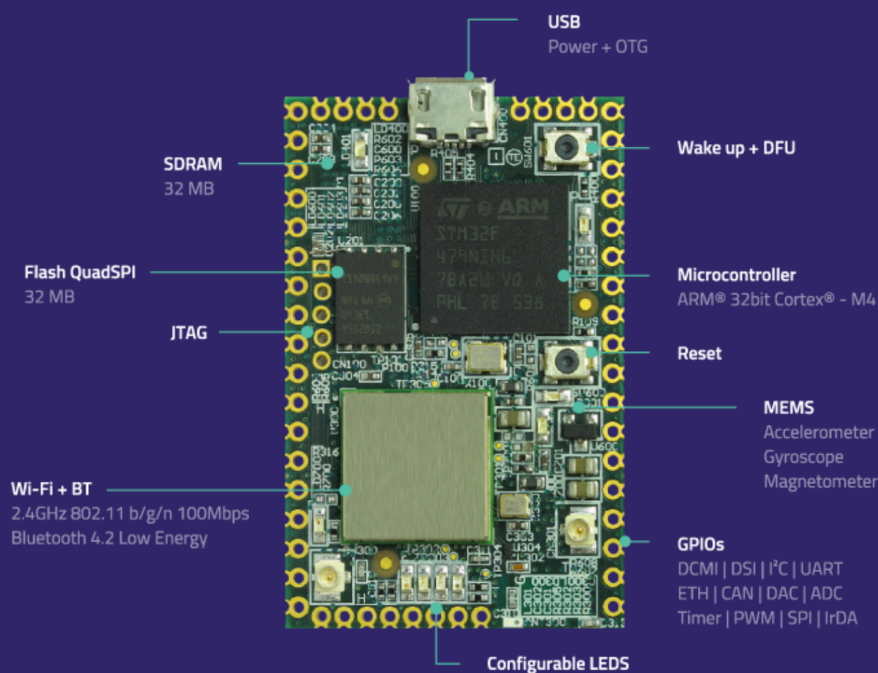
Signal and Image Processing

INTELLIGENT SYSTEMS AREAS AND SUB-AREAS



INTELLIGENT SYSTEMS FOR 3 SEGMENTS





More features per square inch

CERTI NIO has four times more processing power than most of the microcontroller boards. It's the ideal choice for either small projects or industrial solutions.



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