



VISIBILITY AND MARKET RECOGNITION FOR AN OPTOELECTRONICS COMPANY

Scintil Photonics is a leading supplier of III-V augmented silicon Photonic Integrated Circuits (PICs) enabling ultrahigh-speed optical communications. ALA has worked with Scintil Photonics for six years in supporting its public relations and communications strategy from financing rounds to technological innovations and partnerships.

Objectives:

- To increase awareness and understanding of the company's robust technology with integrated lasers and amplifiers, made from standard silicon photonics processes available at commercial CMOS foundries, among key targets in the telecom/datacom industry, and investors
- Strengthen brand

Strategy:

- Used media strategies to engage with editors and journalists from regional, national, international and specialized news outlets, notably those who follow technological and business developments in telecom, electronics, photonics, High Performance Computing, data centers, 5G and AI
- Crafted and delivered strategic messages, announcing news in English and French
- Targeted top-tier industry publications and analysts
- Conducted media training for spokespeople

Results:

- Raised company visibility: Generated **230** articles across seven news releases, with coverage in leading European and US publications, as well as in the Asian trade press
- Established media relations with industry editors and market analysts

LIGHTWAVE
SiPh PIC company Scintil Photonics

PHOTONIC INTEGRATED CIRCUITS
Scintil Photonics Secures Investment Boost
Tuesday 6th September 2022
Scintil Photonics brings total raised to €19m

Electro Optics

PHOTONICS MEDIA
Comb Laser Source

FIBRE SYSTEMS
Scintil Photonics unveils III-V-augmented silicon photonic IC

optical connections
OFC: Scintil Photonics shows its III-V-Augmented SiPho IC

elektroniknet.de
Scintil und Tower

LesEchos
Semi-conducteurs : le grenoblois
Scintil photonics lève 13,5 millions d'euros

Technologies and Products

Low Speed Control Electronics
High-Speed Amplifying Electronics
Fiber Array
Photonic Integrated Circuit with Integrated Lasers

"We believe our technology can be a game changer."
Sylvie Menezo, CEO of Scintil Photonics.