

Tuesday 21<sup>st</sup> January 2020 (FINAL)

## **pureLiFi appoints wireless connections pioneer as non-executive director to bolster its growth strategy**

[pureLiFi](#) has announced the appointment of Glenn Collinson, previously co-founder of Cambridge Silicon Radio Ltd (CSR), to the new position of non-executive director, highlighting its strong growth aspirations and commitment on bringing LiFi to the hands of the consumer.

The announcement comes shortly after pureLiFi completed a [\\$18M Series B fundraising](#). Collinson will work directly with the board of directors at pureLiFi, supporting them in driving business growth as well as its work with device manufacturers to have LiFi designed into commercial laptops, tablets and mobile devices.

Alistair Banham, CEO of PureLiFi, welcomed Collinson to the business: “The introduction of a non-executive director to pureLiFi was a decision taken with great thought. We wanted a person with both an exemplary record for growth and development and someone who shares our ambition to bring LiFi to the hands of everyone and in Glenn, we have found just that. Glenn has significant experience when it comes to taking innovative technologies to market. After founding Cambridge Silicon Radio Ltd, a pioneering designer and developer of chips for Bluetooth, Glenn took it from nowhere to ubiquity. CSR was one of the key forces which made Bluetooth the ubiquitous wireless communications technology that it is today.

“Prior to founding CSR, Glenn held senior positions at Cambridge Consultants and Texas Instruments, whilst he has also been working as an advisor at pureLiFi since 2016. With extensive experience in wireless technology semiconductor design and fabrication, as well as working with standardisation bodies and industry associations, Glenn’s appointment strengthens our ability to hit our growth targets and provide our LiFi technology to the markets.”

Commenting on his appointment, Collinson said: “I am delighted to be continuing my journey with pureLiFi at an exciting time in the company’s growth, particularly on the back of the latest injection of investment. With LiFi technology now becoming more commercially available, I am confident I will be able to help the business take advantage of this massive market opportunity and build on their recent successes.”

**ENDS**

**About pureLiFi**

pureLiFi is the global leader in LiFi technology. We are bringing to market the world's first commercial light antennas—the optoelectronic components which make LiFi possible—for all kinds of devices, from industrial to consumer, and from smart cars to smartphones. pureLiFi was founded by the father of LiFi Prof Harald Haas and Dr Mostafa Afghani in 2012. Based in Edinburgh, we have customers and partners worldwide.

For more information, please see: <https://purelifi.com/>

**Media Relations**

Nana Rodaki/ Connor O'Keefe

Spreckley PR

T: +44 (0)20 7388 9988

E: [purelifi@spreckley.co.uk](mailto:purelifi@spreckley.co.uk)