

TRASNA SOLUTIONS TECHNOLOGIES LIMITED UNVEILS A NEW VISUAL IDENTITY, NEW LOGO, NEW WEBSITE

[Cork, IRELAND] April 3, 2023– **TRASNA Solutions Technologies Limited**, an IoT secure hardware and software recognized expert, is proud to announce the launch of its new visual identity, logo, and website. The rebranding effort illustrates TRASNA's strategic transformation to address the massive IoT market, marking a new stage in the company's history with an eye towards the future.

TRASNA's core activities were initially centered around secure connectivity, Telecom and associated services which helped the company in establishing strong relationships with leading blue-chip Telecommunications companies. Over time, TRASNA's focus has evolved to include a strong emphasis on IoT leveraging its established telco customer base to drive its efforts forward.

The new brand identity positions the hardware offering of TRASNA's in line with the group's vision to focus more on secure semiconductors design, its related software, and services solutions for IoT mass deployment.

TRASNA's brand evolution incorporates key design elements, that reflect the company's commitment to innovation and sustainability including:

- **New Brand Colors with:**
 - o **the Blue:** representing TRASNA 's dedication to innovation and technology.
 - o **the Green: representing** TRASNA as a Greentech company that prioritizes sustainability.
- **New Shape of the logo** illustrating TRASNA's focus on semiconductor, System-On-Chip, IoT technology, connectivity, sustainability, and the future, it is not only easy to recognize but also easy to read.
- **New Brand Statement** "The Future of IoT" emphasizes TRASNA's new positioning, focuses on instilling a new vision throughout the deployment of IoT devices.
- **Immersive Showroom in the Metaverse** offering TRASNA customers a new experience and a first view of the company's products and solutions in a virtual environment.

Stéphane Fund, Chief Executive Officer of TRASNA said that “the new brand identity is a strong milestone of TRASNA’s transformation and represents the start of a new era in the company's history. Our rebranding initiative reflects our commitment to providing cutting-edge semiconductors, software solutions, and services for trusted IoT through Systems on Chip, SIM, eSIM and remote SIM provisioning technologies.”

He went on to say that he believes our new brand identity and logo will resonate with our customers and partners, and we are dedicated to driving constant innovation and actively supporting the growth of the IoT industry.

ABOUT TRASNA

TRASNA is focused on Technology leadership providing semiconductors and its related software and services solutions for IoT mass deployment. TRASNA combines innovation in semiconductor design, secure Software, edge computing, AI and blockchain integration to deliver the most innovative and optimized System-On-Chip to take advantage of huge IoT opportunities facilitated by the emergence of 5G in which networks can meet the communication needs of billions of connected objects and where the NB-IoT is part of 5G specifications.

TRASNA System-on-Chip embeds RISC-V cores, i-SIM and GNSS, developed to offer the lowest Bill of Material to the market to scale up the deployment of massive IoT.

TRASNA’s Telecom Business Unit, provides a unique offering with all products and services related to IoT connectivity such as eSIMs / eUICCs and expertise so its customers can build, innovate, and grow successful businesses in a constantly progressing environment. We support and guide our customers through every step of their IoT device journey.

To stay updated on the latest news around TRASNA, you can follow TRASNA on [Website](#), [Linkedin](#), [Twitter](#), [Facebook](#), [Vimeo](#)

You can also experience the new logo and visual identity here [TRASNA Media Center](#) and here [TRASNA Showroom](#)

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