

Finnish high-flyer



CRJ focuses on Jyrki Koski, the man behind Creowave – a rapidly-growing company in radio frequency and microwave electronics – and new sponsoring partner of CRJ

THE TOWN OF OULUNSAALO IN northern Finland, is home to the headquarters of Creowave, which was founded in 2004.

The man behind this successful company is the CEO Jyrki Koski, whose courage was a trigger for the organisation's rapid growth. "I spotted the demand for technology able to measure precisely the oil, gas and water volumes in subsea production pipes at the field," he says. "There was a clear demand for these markets to be better served."

MANAGEMENT

Koski, who gained his experience across management, design and product management in the telecommunications industry, has seen the company grow rapidly. It found its first customers in its launch business area – industrial measurement – in Stavanger, the oil capital of Norway, and the journey to success began.

The company considers itself very hungry for success – from the beginning, the goal was to be the number one player in its chosen areas

negotiable. Safety standards in the oil and gas industry are higher than anywhere else, and the experience that Creowave has garnered in this field is now available to all those involved in crisis management the world over.

"The best possible evidence of our superior expertise is the fact that numerous world-renowned companies have decided to choose Creowave as their partners," notes Koski, adding: "These include Nokia Siemens Networks, Ericsson and EADS. Creowave repeaters can also be found on the premises of the world leader in crude oil production, Saudi Aramco."

These days the professional radio division has slightly overtaken the company's other two business streams, offering coverage products and solutions for extreme environments such as: Airports; underground stations; road tunnels; outdoor locations; underground railways; factories; mines; and oil refineries. For these different environments Creowave offers indoor, outdoor, ATEX and hybrid repeaters.

Coverage in these extreme environments is a vital issue when authorities are working in

Creowave offers products and solutions for extreme environments where safety is non-negotiable

of business. And after a successful start, it was natural to diversify into radio communications.

"There has always been a very strong expertise in radio designs among our staff," explains Koski. "So in the summer of 2005, we decided to answer the needs of customers with a new business stream in radio testing."

Over the years, Koski realised that the two existing business divisions could be combined into a third business stream, which is why the company launched another product area – professional radio – at the beginning of 2007.

Says Koski: "The professional radio division combines our expertise in radio electronics and filter designs. As we already had a proven expertise and long experience in the demanding environments of oil and gas industries, we were then able to offer reliable and cost-effective products and solutions for TETRA customers."

Creowave offers products and solutions for extreme environments where safety is non-

critical situations. Unfortunately, inadequate coverage is often undetected until thrown into sharp relief during a pivotal situation when catastrophe occurs. "Creowave wants to prevent such situations by offering comprehensive products and solutions for its customers," emphasises Koski.

Within its first five years, Creowave has gained a solid foothold in its chosen areas of business, operating on every continent. And the company is concentrating on further development of its products, the latest being Creowave's new repeater launched at the TETRA World Congress 2009 in Munich, Germany. The hybrid repeater has been designed for present and future coverage enhancement solutions with technology that is viable after ten years. It can be updated in the field, reflecting future radio channel allocations and continuous network development. This means that it can be updated to all future extensions of TETRA networks,



Some of the staff from the professional radio team: Creowave's rapid growth in the communications sector was spurred on by the very strong expertise in radio design among its staff



CEO Jyrki Koski says that the company is hungry for success – from the beginning, the goal has been to be the number one player in its areas of business

including TETRA Enhanced Data Service (TEDS).

"We have grown rapidly to a global company with partners all around the world," says Koski. "However, in our eyes this is just the beginning of our journey, and we want to continue our growth and development by gaining even more partners worldwide – which means we can be even more available for our customers."

Koski concludes: "We want to lead the way in everything we do."

www.creowave.com