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In 1988, after more than ten years of practical engineering experience in digital design, he was one of the ITIS company founders. During ten years, he managed the ITIS R&D engineers team and conceived most of the company's DAB and DVB products.

His today responsibilities are focused on the management of the company contributions to the European Collaborative Research projects (VALIDATE, MOTIVATE, iTTi, MCP).

Gerard FARIA is the company's representative for the International conferences, Technical seminars and International Forums driving the DAB and the DVB technologies.