Quick and Responsive Seals the Deal for MyGnar, Inc.

MyGnar, Inc. is a company known for its innovative product called GNARBOX, the world's first pocket-sized device that allows users to download, organize and edit videos/RAW photos using their smartphones.

MyGnar contacted multiple vendors to work on the ARM silicon of its initial design for GNARBOX. AMI stepped in to discuss the benefits of implementing AMI's services for the development of GNARBOX. MyGnar and AMI discussed topics such as design requirements, BIOS features, whether or not AMI's

BIOS could meet MyGnar's source code requirements, support and turnkey solutions.

The key to making the product successful was to ensure that the GNARBOX was the comprehensive editing/sharing device that MyGnar had conceived. AMI already had experience working with smartphone technology, app development and BIOS development, so AMI responded with potential ways it could help MyGnar design a top-of-the-line product.

MyGnar had many vendors to choose from and after MyGnar narrowed it down to a few vendors, AMI was chosen as the preferred vendor due to its highly-regarded reputation in the market, direct access to BIOS engineers, rapidity of business discussions, quick turnaround of proposals, as well as AMI's ability to meet MyGnar's design and source code requirements. Knowing that AMI had the proper knowledge to get MyGnar's design questions answered, AMI worked alongside MyGnar, establishing a continued collaboration for an innovative product.

AMI Key Facts & Figures

- Founded in 1985
- Leads in BIOS/UEFI shipment in terms of **revenue** and **volume**
- ISO 9001:2008 certified in recognition of AMI's **commitment to quality**
- Offices worldwide spanning seven countries
- Participant/member in numerous industry consortiums, standards groups reflecting AMI's status and connections in the industry

For more information, visit: http://ami.com

w23