

Our Attributes

Together, we explore, create, and thrive. For those with a passion to push the limits of technology, the opportunities are like nowhere else. We don't just imagine the next big thing; we make it happen. Our attributes describe how work gets done, what we value, and what sets us apart - a guide on how to engage with each other.



Innovating To Win

We are curious and question how things were done in the past as we learn, explore, experiment, and take risks.

- Think beyond the obvious... focus on winning and creating value
- Take informed risks and create a safe place to experiment and explore
- Continuously learn and develop self and others
- Challenge "the way we've done it in the past" to evolve and scale
- Create great products that have an impact on the world



Unbeatable Together

We are ONE team. We challenge one another, collaborate and share information openly, to do what's right for the company.

- Collaborate to "beat the competition!"
- Respectfully push and prod one another. Engage in unfiltered, challenging conversation around ideas
- Reach out across teams and "cleverly borrow" from other areas, to find new ideas and engineer solutions for the biggest customers in the industry
- Appreciate, recognize and reward the efforts and contributions of others



Unapologetically Ambitious

Not satisfied with good enough, we are driven, competitive, and determined. It's fun, fast paced, and exciting.

- Enjoy the wins! Show genuine excitement and joy about our products and the work we do
- Raise the bar. Not satisfied with good enough, always strive for more
- Demonstrate 'grit' and determination to get things done. Energetic, committed and driven - never give up!



Deliberately Nimble

We have a sense of urgency. We're dynamic and agile. We pivot quickly to deliver results with discipline and focus.

- Flex, change and transform, but always stay focused on the end goal
- Know your stuff, run a tight business, deliver results with discipline and focus
- Adjust to feedback, remain open and flexible, find a way to execute and deliver
- Move fast, commit to action



Making a Visible Impact

You make a difference! Your contributions have a tangible impact: on the company; the way people experience our technology; and our community outreach around the world.

- Show hunger, passion and energy - a motivated, self starter who identifies what else they can do
- Don't run or hide from a problem - own it, fix it. Roll up your sleeves; dive in. You're empowered
- Get inspired about changing the market and how people interact with their devices
- Contribute time or talent to give back to the community