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**Ambric Am2045 GT Video Reference Platform  
Brings Hardware-Accelerated Performance to Adobe Premiere Pro CS3**

*A New Level of Price-Performance Opens Up Accelerated Compression Capabilities to  
Hundreds of Thousands of Video Professionals and Prosumers*

**Beaverton, Ore.** – January 8, 2007 – Ambric<sup>®</sup>, Inc., a fabless semiconductor company shipping the world's first teraOPS-class processor, announced transparent integration of the Ambric Am2045 GT<sup>™</sup> video acceleration reference platform with Adobe<sup>®</sup> Premiere<sup>®</sup> Pro CS3 and Adobe After Effects<sup>®</sup> CS3. The Ambric technology also enables hardware OEMs to offer a hardware-accelerated price point that is much more affordable than ever before. This, in turn, opens up professional, high-definition, accelerated video processing to hundreds of thousands of professional and prosumer video editors because they can equip their personal computers to speed up HD MPEG-2 and even HD H.264 High Profile encoding by as much as eight times software-only encoding.

“Adobe is world-leading both as a video software developer and as a provider of integration technology and support to their technology partners,” said Jay Eisenlohr, co-founder and executive vice president of marketing and business development, Ambric. “We are very pleased that Adobe has endorsed our integration with Adobe Creative Suite<sup>®</sup> 3 Production Premium. Our roadmap for enabling a variety of superior professional codecs<sup>1</sup>, through a simplified programming model, ensures that our two companies will have a long and productive partnership.”

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“Adobe Creative Suite 3 Production Premium offers a wide variety of output options, enabling our customers to create high quality, engaging video content that can be distributed through multiple mediums,” said Simon Hayhurst, director of product management for Dynamic Media at Adobe. “With Ambric’s technology, our customers get the performance of dedicated hardware solutions directly from the desktop.”

Video processing is extremely compute-intensive. Without hardware acceleration, encoding video projects on PCs can take many hours for high-quality authoring. The Ambric reference platform enables this acceleration at a superior price-performance level. The reference platform will be used for DVD, Blu-ray Disc, and HD DVD authoring, as well as for streaming media and the latest H.264-based Adobe Flash<sup>®</sup> CS3 Professional video standard. The reference platform is powered by the Ambric Am2045<sup>™</sup> massively parallel processing array (MPPA) device that enables four times the video throughput of the fastest quad-core CPUs with 15 times better energy efficiency. The Ambric reference platform is also reprogrammable, so it enables easy upgrades in the field to add new compression standards and video effects acceleration.

### **Availability and Pricing**

End-users: The Ambric reference platform will first be available as a complete product for end-users from Ambric’s OEMs including Pyro AV<sup>®</sup>, the broadcast division of ADS Tech, Inc<sup>®</sup>, and will be demonstrated at Pyro AV’s booth S-2734 at Macworld Expo<sup>®</sup> January 15-18.

OEMs: Companies interested in incorporating Ambric’s teraOPS-class processors or video reference platform technology into products may contact Ambric at (503) 601-6500 or [sales@ambric.com](mailto:sales@ambric.com).

### **About Ambric, Inc.**

Ambric is a fabless semiconductor company that is shipping the world’s first teraOPS-class processor and tools that make massively parallel software programming practical for complex, embedded systems and enable price-performance breakthroughs in video

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processing. The company's highly scalable, massively parallel processor arrays (MPPAs) deliver performance that is more than an order of magnitude greater than high-end DSPs, and four times the video throughput of the fastest quad-core CPUs with 15 times better energy efficiency. The price-performance also exceeds that of FPGAs on complex applications while enabling faster, easier development in software. Ambric products help companies accelerate time-to-market for their solutions while slashing their system development costs.

Established in 2003 and headquartered in Beaverton, Ore., Ambric has received funding from ComVentures, OVP Venture Partners, Northwest Technology Ventures, investment banks, and private investors. Visit <http://www.ambric.com/> for the latest news and information on the company.

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**Editor Notes:**

1. *Codecs are devices or software that enable video compression and/or decompression for digital video.*

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*Photos of Ambric's massively parallel processor chip, the Am2045, and the Am2045 GT PCI Express<sup>®</sup> board are available from Ambric. Please contact [jean@akipr.com](mailto:jean@akipr.com).*