



Media Alert

April 9, 2008

AMBRIC TO SHOWCASE THE NEW ADESIGNER TOOL SUITE AND THE AM2045 MPPA AND DEVELOPMENT BOARD; AND PARTICIPATE IN THE MULTICORE TECHNICAL TRACK AT ESC 2008

WHO: Ambric[®], Inc., a fabless semiconductor company delivering the world's first TeraOPS-class device and software development tools that make massively parallel software programming practical for complex embedded systems, will be exhibiting and giving a talk at Embedded Systems Conference (ESC) 2008.

WHAT: **Ambric will showcase its new version of aDesigner™, a software development tool suite which now has comprehensive performance analysis capabilities. It will also be showing the Am2045™ massively parallel processor array (MPPA) device and the Am2045 GT™ development and accelerator board.** The Am2045 device, which uses the Ambric's award-winning* Structural Object Programming Model (SOPM), offers leading-edge performance with low power to meet the growing demands of embedded systems in signal processing, imaging, video processing, wireless, network security and other industries. The Am2045 is capable of replacing multiple FPGAs and/or DSPs in an embedded system solution, as it has more than 300 processors on a single chip. It delivers more than one TeraOPS processing power and utilizes just 6 to 12 watts of power, depending on the application. The solution provides significant savings in development cost and time-to-market. Ambric's MPPA device offers the performance capabilities of an FPGA while eliminating the associated timing closure problems. In addition, Ambric's device offers 6 to 25 times the performance and two-thirds reduction in code when compared with a TI C641x DSP.

Also, **Ambric's Mike Butts, lead hardware architect and Ambric Fellow, will give a 90-minute class in the Multicore Technical Track** entitled "Multicore and Massively Parallel Platforms and Moore's Law Scalability".

WHEN: Ambric will be exhibiting at ESC from Tues., April 15 through Thurs., April 17 in booth 1910. Mike Butts' class will be given on Fri., April 18 at 8:30 a.m. to 10:00 a.m. in the San Jose Marriott Hotel, Salon 5&6.

WHERE: San Jose McEnery Convention Center, 150 W. San Carlos Street, San Jose, Calif.

EVENT URL: <http://www.cmpegevents.com/web/esv/home>

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About Ambric, Inc.

Ambric is a fabless semiconductor company delivering the world's first TeraOPS-class device and software development tools that make massively parallel software programming practical for complex embedded systems. The company's highly scalable, massively parallel processor arrays (MPPAs) deliver performance that is more than an order of magnitude greater than high-end digital signal processors (DSPs) and provides a programming model that is much easier than what is available for multiple-DSP platforms. The price-performance exceeds that of field-programmable gate arrays (FPGAs) for 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, and private investors. Visit <http://www.ambric.com> for the latest news and information on the company

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Editor Notes:

Ambric and the Ambric logo are registered trademarks, and Am2XXX, aDesigner, and Am2045 GT are trademarks of Ambric, Inc. All other trademarks are the property of their respective owners.

Photos of Ambric's massively parallel processor chip, the Am2045, and the Am2045 GT are available from Ambric. A screen shot of the aDesigner tool suite is also available. Please email jean@akipr.com.

**Ambric was given In-Stat's 2006 Microprocessor Report Analysts' Choice Award for Innovation in February 2007 for its Am2000 family architecture.*