



## MEDIA ALERT-FINAL

January 10, 2008

### AMBRIC AM2045 GT VIDEO REFERENCE PLATFORM TO BE SHOWCASED IN A CUSTOMER'S PRODUCT AND ADOBE'S THEATER AT MACWORLD 2008

**WHO:** Ambric<sup>®</sup>, Inc., a fabless semiconductor company shipping the world's first teraOPS-class chip that makes massively parallel software development practical for complex, embedded systems, will be highly visible at the 2008 Macworld Convention and Expo<sup>®</sup>.

**WHAT:** Ambric will have a suite at Macworld where it will talk with customers, partners, editors, and analysts about its new collaboration with Adobe<sup>®</sup> and its new Am2045 GT<sup>™</sup> video reference platform for OEMs (<http://www.ambric.com/news/pr/>). Private demonstrations can be scheduled in the Ambric suite.

The reference platform can be programmed for advanced high-definition video processing such as encoders, running at up to 8 times faster than software-only compression. The company's chip and PCI Express<sup>®</sup> card reference design have been selected by two Ambric customers □ Sorenson Media and the Pyro AV<sup>®</sup> division of ADS Tech, Inc.<sup>®</sup>.

ADS Tech's Pyro AV division will demonstrate its Ambric-based video compression acceleration solutions in its booth at Macworld, where it will showcase its new Pyro Kompressor HD<sup>™</sup> video accelerator solution.

And, Adobe will demonstrate the transparent integration and performance of the Ambric technology with Adobe Premiere<sup>®</sup> Pro CS3 in a live theater presentation in its booth at Macworld.

**WHEN:** Monday, January 14 through 18 for Ambric's suite and January 15 through 18 for exhibits.

**WHERE:** Moscone Center, South Hall, San Francisco, Calif.—Ambric Suite 272; ADS Tech Booth S-2734; Adobe Booth S-1302

**EVENT URL:** <http://www.macworldexpo.com/>

**CONTACT:** For editor and analyst briefings with Ambric, contact Jean Armstrong, AKI PR, 503-672-4680, [jean@akipr.com](mailto:jean@akipr.com). For OEM customer or partner briefings with Ambric, contact respectively, Jim Souers in Ambric sales 503-601-6559, [james@ambric.com](mailto:james@ambric.com), or Leigh Anderson in Ambric marketing, 503-601-6506, [leigh@ambric.com](mailto:leigh@ambric.com). For editor and analysts briefings with ADS Tech or Adobe please contact Jean for a referral.

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## **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 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:**

*Ambric and the Ambric logo are registered trademarks, and the Am2045 GT is a trademark 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 PCI Express board are available from Ambric. Please contact [jean@akipr.com](mailto:jean@akipr.com).*