



Media Alert

March 27, 2008

AMBRIC TO SHOWCASE THE NEW ADESIGNER TOOL SUITE AND THE AM2045 MPPA AND DEVELOPMENT BOARD; AND GIVE A TALK AT MULTICORE EXPO 2008

WHO: Ambric[®], Inc., a fabless semiconductor company shipping the world's first one-TeraOPS-class Am2000[™] chip family of highly scalable, massively parallel processor arrays (MPPAs), using Ambric's award-winning* Structural Object Programming Model tools to make massively parallel software development practical for complex embedded systems, will be exhibiting and giving a talk at Multicore EXPO 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 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 talk** entitled "Addressing Software Development Challenges for Multicore and Massively Parallel Embedded Systems".

WHEN: Ambric will be exhibiting at Multicore EXPO from Tues., April 1 through Wed., April 2 in booth 23 in the Great America Ballrooms J & K. The Ambric talk will be given on Thurs., April 3 at 8:05 a.m. to 8:35 a.m. in conjunction with the serving of a gourmet breakfast.

WHERE: Santa Clara Convention Center, 5001 Great America Parkway, Santa Clara, Calif.

EVENT URL: <http://www.multicore-expo.com>

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About Ambric, Inc.

Ambric is a fabless semiconductor company that is shipping the world's first one-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 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.*