



Media Alert

April 9, 2008

AMBRIC TO DEMO THE APPLE PORT OF THE AM2045 GT VIDEO REFERENCE PLATFORM FOR MPEG-2 AND H.264, WITH ADOBE INTEGRATION FOR FLASH AND BLU-RAY; ENHANCED DEVELOPER TOOLS AND BOARDS; AND THE AM2045 MASSIVELY PARALLEL PROCESSOR ARRAY AT NAB 2008

WHO: Ambric[®], Inc., a fabless semiconductor company delivering the world's first TeraOPS-class device, video reference platform, and software development tools that make massively parallel software programming practical for complex embedded systems, will be exhibiting at NAB 2008.

WHAT: Ambric will showcase several new and enhanced products:

1. Pre-release demo of Apple[®] **Mac OS[®] X Leopard** platform port of Ambric's Am2045 GT[™] video reference platform for **accelerating HD MPEG-2 and HD H.264 encoding** for uses including **Blu-ray[™], Flash, and DVD**; platform also includes plug-ins for transparent hardware acceleration of encoding for **Adobe[®] Premiere[®] Pro CS3** and **Adobe After Effects[®] CS3**. The Windows version is available now.
2. New version of the **aDesigner[™] software development tool suite** with comprehensive **performance analysis** capabilities; offers the first practical programming model and tool suite for massively parallel embedded software development
3. New **developer boards** that speed system integration prototyping and software development and debug
4. Ambric **core silicon technology** - the **Am2000[™] family of massively parallel processor array (MPPA) devices** which uses Ambric's award-winning* Structural Object Programming Model (SOPM); top-end Am2045 processor offers TeraOPS-class media-processing performance at one-tenth the power and heat of CPUs and GPUs that meets the growing demands of embedded systems in video processing equipment, medical imaging 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 1.2 TeraOPS of processing power and utilizes between 6 and 12 watts of power. 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 hardware timing closure problems. In addition, Ambric's processor completely eliminates the tough synchronization problems of multi-DSP programming, while offering 5 to 25 times the performance and a two-thirds reduction in code when compared with a high-end GHz DSP.

WHEN: Ambric will be exhibiting at NAB from Monday, April 14 through Thursday, April 17.

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WHERE: Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada

Ambric in booth **SU13213** and a Suite, both in the Upper South Hall

Adobe in booth **SL3220**

Pyro AV[®] (by ADS Tech[®]), an Ambric OEM customer, in booths **SU2905** and **SU13213**

Sorenson Media[®], an Ambric OEM customer, in booths **SL6526** and **SU13213**

1 Beyond Digital Video Systems in Booth **SL12509**

EVENT URL: <http://www.nabshow.com>

CONTACT: For editor and analyst briefings with Ambric, contact Jean Armstrong, AKI PR, 503-672-4680, jean@akipr.com. For customer or partner briefings in the suite with Ambric, contact Jim Souers in Ambric sales, 503-601-6500 or james@ambric.com

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 VRP and a screen shot of the aDesigner tool suite is available from Ambric. Product shots of Ambric's OEMs' products are available as well from Pyro AV and Sorenson Media. 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.*