



Media Alert

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Ambric to Demo at IBC 2008 its New RMP Platform That Provides Accelerated Development of Multi-codec Video Processing Solutions

WHO: Ambric[®], Inc., the leader in massively parallel processor arrays (MPPAs), delivering more than one TeraOPS of performance for embedded system designs, will be exhibiting at IBC 2008.

WHAT: **Ambric will showcase** its new **Rapid Media Processing™ (RMP™) platform**, a comprehensive collection of silicon, software, reference boards, and codec IP content. Learn how customers such as Telestream, who have adopted the software-programmable **RMP platform**, realized **greater performance, future-proofing**, and a much **faster time-to-market** relative to a DSP- or FPGA-based solution.

WHEN: Ambric will be exhibiting at IBC from Friday, September 12th through Tuesday, September 16th.

WHERE: The Amsterdam RAI Exhibition and Congress Centre, Amsterdam, The Netherlands. Ambric will be in booth J41, Hall 7. Ambric's OEM customer, Telestream, will be in booth C19, Hall 7. Also see an H.264 encoding demo and presentation on Apple Mac[®] OS[®] X Leopard in Adobe[®] Premiere[®] Pro CS3 in the Adobe theater, booth H21, Hall 7.

EVENT URL: <http://www.ibc.org>

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

About Ambric, Inc.

Ambric is the leader in massively parallel processor arrays (MPPAs), delivering more than one trillion operations per second (TeraOPS) of performance for embedded system designs. Founded in Beaverton, Ore., Ambric launched its first semiconductor chip in 2007, with 336 32-bit processors tied together in a self-synchronizing fabric. The patented BRIC[™] architecture scales to tens of thousands of processors using a simple hierarchical object-based software development environment. Ambric's software development tool suite with its practical structural object programming model cuts design development time by more than half. The patented hardware fabric and unique programming model together offer customers' a more deterministic, reliable and faster time-to-market solution. Visit www.ambric.com for the latest news and information on the company.

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