



## **Ambric's New RMP Platform Provides Accelerated Development of Multi-codec Video Processing Solutions**

*A Broad Cross Section of Companies are Getting to Market Faster by Creating Scalable and Reconfigurable Solutions at Lower Costs*

**Beaverton, Ore. — September 8, 2008** — Ambric<sup>®</sup> announced its new Ambric **Rapid Media Processing™ (RMP™)** platform, a comprehensive collection of five elements: the Am2000™ family of Massively Parallel Processing Array (MPPA) devices; the aDesigner™ tool suite and libraries; the Am2045™ GT™ family of reference boards; a rich set of codec IP content; and the OpenVIS compliance specification which enables interoperability of codecs under a common host application and hardware platform. **Ambric will be demonstrating its new RMP platform at IBC in Amsterdam in booth J41, Hall 7, from September 12<sup>th</sup> through September 16<sup>th</sup>.**

The RMP platform enables users to quickly create unique multi-codec media processing solutions. And it offers unrivaled performance, scalability, and reconfigurability by harnessing the power of 336 processors on a single chip and utilizing a practical structural object programming model.

### **Customers Endorse the Benefits of the Platform**

The reconfigurability and scalability of the platform are two of its most important benefits. These benefits enable the deployment of multiple codecs on the same silicon. AVC-Intra, DNxHD, DVCPro HD, DV, IMX, JPEG 2000, H.264, MPEG-2 and many other video codecs and accelerators have been deployed utilizing this platform. In addition, by using the RMP platform, existing solutions can be easily upgraded in software without changing hardware or modifying system interfaces.

"Professional digital media applications require support for a diverse array of codecs and the ability to quickly deploy them," said Shawn Carnahan, CTO, Telestream. "We adopted Ambric's RMP platform because its reconfigurability enables us to quickly adapt to market changes and it gives us the ability to future proof our design."

Another key benefit of the RMP platform is that it offers a broad collection of pre-tested codec and video processing IP content, industry-proven software development tools and libraries, and the family of Am2045 GT, Am2045 GT2™ and Am2045 GT2-SDI™ reference boards.

"Using the RMP platform we are able to accelerate development of our RedBrix™ product by months," said Stefany Allaire, CEO, Pixellexis. "With the multi-card option for RedBrix, our customers can run multiple codecs simultaneously or hyper-accelerate one codec across multiple cards. Only the RMP platform and the underlying Am2045 MPPA device enables us to do this."

--more--

For users developing codecs, the RMP platform is very effective at lowering development costs because of the OpenVIS toolkit and compliance standard. The OpenVIS compliance standard is an easy-to-adopt specification that ensures interoperability of codec modules. The standard enables the plug-and-play of different codecs into the host application and the hardware. This promotes reuse of software which results in much lower development costs.

Reo Kim, Darim Vision CEO, said "We adopted Ambric's RMP platform because of its rich diversity of IP codec offerings and the speed at which we can develop a solution. We are convinced this is the best way to quickly get a high performance product to market."

Many customers and third party IP providers are adopting the RMP platform to create a whole range of interoperable codecs and video processing IP. The limitations of using DSPs and FPGAs for advanced video processing applications have resulted in users seeking new solutions that will easily scale over time with growing market demands.

"We are very pleased with how quickly the RMP platform is being adopted," said Ashesh Doshi, marketing director, Ambric. "Users with diverse video and image processing applications affirm the platform's outstanding scalability and reconfigurability, as well as its cost and performance benefits."

### **Availability**

The RMP platform is available immediately to all users, vendors, and system solution providers who are using Ambric's family of MPPAs. For more information about the RMP platform, contact Ambric at [sales@ambric.com](mailto:sales@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 <http://www.ambric.com> for the latest news and information on the company

###

*Ambric and the Ambric logo are registered trademarks and the Am2000, Am2045, Am2045 GT, aDesigner, Rapid Media Processing, RMP, and BRIC are trademarks of Ambric, Inc. All other legal marks are the property of their respective owners. For photos of the Ambric MPPA chip contact [jean@akjpr.com](mailto:jean@akjpr.com).*

#### **Contacts:**

Jean Armstrong  
Armstrong Kendall, Inc.  
503-672-4680  
[jean@akjpr.com](mailto:jean@akjpr.com)

Stacy Volk  
Ambric, Inc.  
503-601-6589  
[stacy@ambric.com](mailto:stacy@ambric.com)