



News Release

For Immediate Release

Contact:

Nicole Coleman, Marketing Director

Amulet Technologies

408-374-4956, Ext. 109

nicolecoleman@amulettechnologies.com

Kimberly Cope, Marketing Coordinator

Amulet Technologies

408-374-4956, Ext. 106

kimcope@amulettechnologies.com

Amulet Introduces GUI Color Starter Kit

GUI kit dramatically cuts development time and enhances product appeal

CAMPBELL, Calif. – March 3, 2009 – Amulet Technologies, a recognized leader in graphical user interface (GUI) solutions, today announced the introduction of its new Color Starter Kit. Developed as an antidote to costly and cumbersome GUI development tools, Amulet's Color Starter Kit enables OEMs to quickly and cost-effectively meet customer demand for sophisticated and appealing graphical displays in such diverse products as home appliances, consumer electronics, medical devices and automobiles. The kit provides everything needed to create and drive color-rich GUI displays. The kit includes a 480 x 272 TFT display with integrated touch panel and controller board, downloadable compiler software, 5VDC power supply, stylus, and USB PC interface cable.

The display module is powered by the new Amulet Graphical OS Chip™, which allows customers to use simple dynamic HTML-authoring tools to create visually exciting user interfaces that enhance the value and brand awareness of their products. Developing a GUI in dynamic HTML enables designers to drag and drop user interface elements and see the production-ready GUI on actual hardware before handing it off to engineering for application integration. This approach unshackles designers, making it easier for them to create consistent user interfaces for entire brands or product lines, and to seamlessly upgrade from monochrome to color.

Amulet's built-in microprocessor manages all GUI functions, freeing up the host micro to run the application more efficiently. The chip also features a power management controller for low-power operation. The integrated LCD controller supports 24-bit color and alpha blending on passive and active displays. Electronic interface options include USB 2.0, RS232, and 3.3v UART. Graphic formats supported include PNG, GIF and JPEG.

To see a demonstration of the starter kit's features and capabilities, please visit us on the web at: www.AmuletTechnologies.com/GEMDemo

For a limited time, the Color Starter Kit (MSRP of \$599) is being offered at a special introductory rate of \$299 through select electronics distributors.

Features:

- 480x272 TFT LCD - 16:9 (wide aspect ratio) display with white LED backlight, integrated resistive touch panel
- Amulet AGB75LC04-QU-E (208 pin) Graphical OS Chip - see features <http://www.amulettechnologies.com/pdf/ColorChipWeb.pdf>
- Electronic Interface Options on Demo - USB 2.0, RS232, 3.3v UART
- Royalty-FREE Graphical Operating System
- On-Board memory - 32megabit Serial Flash for storing µHTML™ GUI pages, 64-megabit SDRAM (frame buffer)
- Touch Panel Controller - Built into Graphical OS Chip
- Color Supported - Up to 24-bit (8bit red, 8bit blue, 8bit green) + Alpha Channel (8-bit opacity control & anti-aliasing)
- Graphics Supported – PNG, GIF, JPEG
- Backlight Control - PWM built into Graphical OS Chip. Backlight can be controlled via the touch panel or HTML command
- Supports Unicode - Foreign language character sets
- Font Converter - Built-in

About Amulet Technologies

Founded in 1998, Amulet is a recognized industry leader in graphical user interface (GUI) solutions. Amulet's unique Graphical Operating System in Silicon™ enables manufacturers to cost-effectively implement a visually appealing GUI into their products to enhance the end user's experience. Amulet's display solutions – which range from display controller chips to fully integrated modules – simplify the product development cycle by separating GUI development from the application's development. This approach dramatically reduces time to market and overall system costs. For more information, visit www.amulettechnologies.com.

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