



**Amulet Technologies, LLC**

GUI Engines for Embedded Systems

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## AMULET INTRODUCES GROUNDBREAKING LCD WITH EMBEDDED GRAPHICAL USER INTERFACE

*LCD Breakthrough Dramatically Cuts GUI Development Cycle, Lowers Cost,  
While Improving Overall Appearance & User Friendliness*

**SANTA CLARA, Calif. (Sept. 16, 2003)** - Amulet Technologies, inventor of the graphical operating system in silicon, introduces the Amulet LCD, a 5.7-inch QVGA display panel with an embedded graphical operating system that greatly enhances the appearance and ease-of-use of any product's user interface. Screen content development cycles can be reduced by 95 percent, drastically improving time-to-market for any new or existing embedded system design needing fresh, modern appeal.

The Amulet Technologies system-in-a-module solution tightly integrates the LCD panel with the graphical operating system in silicon. Amulet's chip features a graphic library, dedicated microprocessor, and LCD controller. Through this tight integration, the outward appearance of a wide-range of production systems can be dramatically improved in record time compared with all the steps necessary to gather all these components separately and the lengthy process required to develop it into an appealing user interface.

The Amulet LCD system-in-a-module empowers developers to visually create intuitive, graphics-based control panels for their systems. The GUI can first be created in HTML using a standard text editor on a PC. It can then be easily ported over to the Amulet graphics operating system in silicon and the display is ready to go. Contemporary methods require software programming which is a time-consuming and painstaking process that can bog down time-to-market cycles and result in additional development costs.



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“Embedded engineers have their hands full developing their core applications,” said Jim Turley, chief analyst at Silicon-Insider. “Graphical user interfaces are important but, frankly, most engineers aren't very good at it. Creating a new GUI diverts precious time and talent from the core technology. Amulet's integrated LCD, touch screen, firmware, and widgets make GUI building swift and easy. It's a boon to these developers, especially when there's no code-writing involved.”

Developers can implement a robust graphic-rich user interface using JPEG or GIF files that can be customized to achieve a captivating, functional and intuitive control panel for many types of products. In addition, the Amulet LCD can be incorporated into any existing product without offloading any performance from the core application.

“The Amulet LCD is perfectly matched to our graphical operating system in silicon,” said Ken Klask, President of Amulet Technologies. “System developers looking to incorporate sleek control features into their design have the additional benefit of creating a graphically stunning display in record time. The units are self-contained and easy to integrate, saving developers dramatic non-recurring engineering costs and bill-of-material costs. Any manufacturer involved in a tight race with competitors to introduce exciting, new products should evaluate the Amulet LCD. With our graphical OS embedded into the LCD, manufacturers can now easily upgrade an existing product's UI to a graphic user interface creating a “graphic skin” for products needing a mid-life facelift.”

There are a wide range of applications that stand to benefit including industrial controls and automation, home entertainment and consumer electronic devices, white goods, automotive, medical devices, retail point of sale terminals and more.

Additionally, the Amulet LCD with embedded GUI comes equipped with standard communication ports that promote the control and programming of devices through existing local area networks and information technology infrastructure. Developers can use existing code and industry-standard protocols to link devices by Ethernet, for example and control their operations. Radio, Wi-Fi and RS485 are also supported by the LCD.

The software-controlled contrast of the LCD eliminates the need for an external pot, making it easier to seal the unit in demanding field conditions. The built-in LED backlight adjustment as well as temperature compensated contrast makes the Amulet LCD a sharp upgrade for any existing mechanical product that demands a mid-life refresh. On-screen controls add to the ease of use and integration of the Amulet LCD, and the embedded controller makes it ideal for battery-operated systems that continually strive to conserve precious power-consumption.



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The Amulet LCD is available for \$125 each for production volumes of 10,000 units or more. For more on the Amulet LCD and graphical operating system in silicon, visit the company's Website at [www.amulettechnologies.com](http://www.amulettechnologies.com)

### **About Amulet Technologies**

Amulet Technologies is a privately held fabless semiconductor company that is dedicated to developing integrated circuits to supplant costly software development in embedded systems. The company was founded on the revolutionary idea to provide a simpler, faster, more flexible method to program Graphical User Interfaces (GUI) for embedded system products. Amulet targets developers of embedded system products and portable or mobile digital devices that utilize graphical user interfaces to convey information and interact with human operators.

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