



News Release

For Immediate Release

Amulet Launches Plug & Play LCD Evaluator Kits for Shelly Inc. Displays

The Kits are part of Amulet's LCD Evaluator Program

Campbell, Calif. – April 15, 2010 – [Amulet Technologies](#), a recognized leader in [graphical user interface \(GUI\) solutions](#), announced today the availability of two new plug & play LCD Evaluator Kits for 5.7" VGA and 7.0" WQVGA TFT displays from [Shelly Associates Inc.](#) Amulet and Shelly Inc. have signed a partnership agreement as part of Amulet's [LCD Evaluator Program](#), the industry's first program to provide plug-and-play GUI reference designs for individual LCD displays from multiple LCD vendors. Prior to the implementation of the Amulet program, designers could not even power up a sample display, much less evaluate it, without spending months designing a new printed circuit board and software. Amulet's LCD Evaluator Program partners can now provide their customers with near instantaneous evaluation and prototyping of GUI displays, with volume production in as little as one month.

The two Shelly Inc. LCD Evaluator Kits announced today ([EVK-SY-SCA05711-BFN-LRA](#)) & ([EVK-SY-SCA07010-BFN-LRA](#)) support either a color [5.7" VGA \(640 x 480\)](#) or [7.0" \(800 x 480\)](#) Shelly Inc. display. Both kits include all of the hardware and software required to turn an LCD display into a graphical user interface, including Amulet's controller board powered by Amulet's [GEM Graphical OS Chip™](#) for color displays, an integrated evaluation board (EVB) optimized for a specific display, power supply, USB cable, stylus and a [30-day trial license of GEMstudio™](#).

Now, designers can simply connect their Shelly Inc. display with the controller board in the kit, power it on, and the display is up and running. Using [Amulet's GEMstudio™](#) GUI design tool, the designer can easily create a GUI for their embedded application. Designs are directly portable to production with no additional coding required for the user interface. This provides a faster time-to-market and reduced development costs.

According to Alex Marinescu, Shelly Inc's General Manager, "Our support for Amulet's Graphical OS Chip™ extends well beyond hardware implementation to complete software integration. Our experience with Amulet's Graphical OS Chip™ and software design began two years ago with its integration into our 4.3" monochrome QVGA. We are excited to offer our customers complete GUI solutions from evaluation through implementation, built with the latest technology."

"With our kits, Shelly Inc's displays can be powered up within a few minutes. A production-ready user interface can be designed in as fast as two weeks, which includes most of the time spent on the storyboard and graphic design and only a few days with GEMstudio™ to make the GUI interactive. We are excited that Shelly Inc's clients are able shorten the typical six to twelve month LCD evaluation and GUI design process to as little as a few weeks," stated Jim Todd, Amulet's Sales Director.

Designers can purchase kits in conjunction with a specific Shelly Inc. LCD directly from Shelly Inc. Kits are available for \$199 each. Display prices vary based on part number. For more information, visit www.AmuletTechnologies.com/shelly.html.

About GEMstudio™ Trial License

The patented design tool, GEMstudio™ makes it easy to import stunning graphics and 3D visual effects and bind them to any of the view and control objects in Amulet's popular widget library. The powerful image-importing engine; allows designers to create graphical content and layered graphic effects in their tool of choice, then simply drag and drop them into a GEMstudio™ workspace for creating reusable, resizable GUI components. The tool comes pre-loaded with a library of expertly crafted images and GUI components that are ready to use out of the box. The page layout and alignment tools can then be used by the designer to drag and drop their way to a beautiful GUI. The 30-day trial of GEMstudio™ is shipping now with all LCD Evaluator Kits.

About Shelly Associates Inc.

Founded in 1955, Shelly Associates Inc. brings a long track record of success and design expertise to the US display market. With a culture rooted in customer service excellence, Shelly Inc. strives to offer their clients a superior experience in the selection, design and purchase of Liquid Crystal Displays. <http://www.shellyinc.com>

About Amulet Technologies

Founded in 1998, Amulet is a recognized industry leader in graphical user interface (GUI) solutions. Amulet's unique Graphical OS in Silicon™ and GEMstudio™ enable manufacturers to cost-effectively implement a visually appealing GUI into their products to enhance the end user's experience. Amulet's display solutions, which center on display controller chips, 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 contact Amulet at www.amulettechnologies.com.

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