



## News Release

For Immediate Release

### Amulet Launches Plug & Play Reference Designs for Tianma LCD Displays

The Kits are part of Amulet's New LCD Evaluator Program

**Campbell, Calif. – April 8, 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 popular displays from [Tianma](#). Amulet and Tianma 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 Tianma reference designs announced today ([EVK-TA-TM035KBH02 & EVK-TA-TM047NBH01](#)) support either a [3.5" QVGA \(320x240\)](#) or [4.7" \(480x272\)](#) Tianma display. Both provide 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 Tianma 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 Lu Do, Tianma's Director of Sales and Marketing "Today engineers need solutions, not components. These new Amulet kits allow our customers to power up our LCDs in about two minutes and then immediately begin implementing a production-ready GUI. If they need to get into production very quickly they can do so using Amulet's boards. We expect to see customer designs go into production much more quickly, giving them a leg up on their competitors and ultimately selling more Tianma displays. This is a win-win solution for everybody."

"Normally, a sample display doesn't do anything, but with our kit, the display is powered up and running a GUI in 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. By shortening the typical six to twelve month LCD evaluation and GUI design process to as little as a few weeks, our LCD Evaluator Program will hasten the adoption of GUIs in embedded systems," stated Jim Todd, Amulet's Sales Director.

Designers can purchase kits in conjunction with a specific Tianma LCD through Nu Horizons. Kits are available for \$199 each. Display prices vary based on part number. For more information, visit [www.AmuletTechnologies.com/tianma.html](http://www.AmuletTechnologies.com/tianma.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 TIANMA Microelectronics, Inc.**

Tianma offers a full range of LCD displays from character and graphic LCD/LCM to full color STN and TFT modules. Our strong R&D team can provide complete custom solutions to meet your application needs in markets such as, Automotive, Medical, Industrial, Portable Handheld, Consumer Electronics, and more. Our product quality is backed by ISO9001, TS16949, and ISO14000 International Certifications. <http://www.tianma.com/index.php>

## **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](http://www.amulettechnologies.com).

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