



News Release

For Immediate Release

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Amulet Technologies Launches LCD Evaluator Program Bringing Display Evaluation, GUI Design & Implementation Together

*The fastest and most efficient way to evaluate displays and
design GUI's in embedded systems*

Campbell, Calif. – September 22, 2009 – Amulet Technologies, a recognized leader in graphic user interface solutions for embedded systems, announced today that they have launched an LCD Evaluator Program (EP) that makes evaluation of displays used in embedded products easier than ever before. Amulet has built plug & play evaluator kits for popular display models from a number of leading LCD manufacturers. Designers can purchase the kits in conjunction with a specific display through participating distributors.

The evaluator kits, powered by Amulet's GEM Graphical OS Chip™ for color displays, assists designers through all Graphic User Interface (GUI) design stages including LCD evaluation, GUI design and implementation. It includes Amulet's controller board featuring the GEM Graphical OS Chip™, an integrated evaluation board (EVB) optimized for a specific display, a power supply, USB cable, stylus and a 30-day trial license of GEMstudio™, Amulet's new GUI design tool. Together with the LCD, the kit includes all of the hardware and software required to turn an LCD display into a user interface.

Until now, it has been a challenge for LCD vendors and distributors to support their customer's need to move quickly through evaluation, to prototype and into production. Designers can simply connect their 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.

“Amulet's LCD program provides value-add to distributors and LCD vendors by simplifying and speeding-up their customer's overall design process,” stated Ken Klask, Amulet CTO. “Through our LCD Evaluator Program, design engineers have access to the best tools for LCD evaluation and GUI design and the confidence that these efforts are also supported by Amulet's highly reputable technical support desk.”

LCD Evaluator Kits will start shipping through select distributors mid-October 2009 for \$199 each. For a complete list of kits, visit www.AmuletTechnologies.com/products/lcdevaluator.html. A GEMstudio™ 30-day trial is included in all kits. The software seat license can be purchased at www.AmuletTechnologies.com/products/GEMstudio.html for \$499. There are no additional licensing fees for production.

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 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. Come visit Amulet at ESC Boston, Booth 325, September 22nd-23rd for more information or on the web at www.amulettechnologies.com.