



Amulet Technologies, LLC

GUI Engines for Embedded Systems

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MEDIA ALERT

Atmel Corporation, Amulet Technologies to Demonstrate New MP3 Technology at ESC 2003

SAN FRANCISCO (April 23, 2003) – Atmel Corporation and Amulet Technologies will be demonstrating at Embedded Systems Conference in San Francisco Atmel's MP3 player reference design, interfaced with an Amulet 3.8" GUI module. The demonstration will highlight the potentially awesome combination of these two products.

Amulet's proprietary Graphics OS chip enables users to create attractive, intuitive, and graphic-rich GUIs. This demonstration will illustrate how Amulet's chip empowers the UI to do more than simply control the Atmel MP3 player, but to make the product more intuitive, interactive, attractive and fun.

Please stop by the Amulet and Atmel booths to enjoy some music, experiment with the Atmel MP3 reference board, and control it through a revolutionary new GUI. Amulet will be exhibiting in booth #515, and Atmel will be in booth #918.

Amulet Technologies (www.amulettechnologies.com) invented the graphics operating system in silicon. In addition to the obvious product enhancements this invention delivers, customers simultaneously lower their overall system cost by offloading the UI burden from the host microprocessor to Amulet's controller chip. This enables the customer to choose a lower-cost micro to run their application. Additionally, Amulet's technology eliminates the simulation stage of UI development, creating a seamless prototype to production effort.

Easy GUI™ Controller Technology

All of Amulet's products are built around its Graphics OS Controller Chip. This ASIC chip is a combination graphical operating system in silicon and LCD controller, with an embedded microprocessor at its core. This chip eliminates the need for complex code to draw individual pixels on LCDs. The chip renders GUI pages containing graphic images, widgets, and other UI objects directly to the display. Amulet's technology significantly simplifies LCD integration and GUI development, enabling engineers to shift the development of the GUI to other departments. This dramatically-improved ease of use empowers the sales and marketing team to custom-design the look and feel of the GUI, allowing the engineers to focus on their strengths.

About Amulet

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 upon the revolutionary idea to provide a simpler, faster, more flexible method to program Graphical User Interfaces (GUI's) for embedded systems products. Amulet targets developers of embedded systems products and portable or mobile digital devices that utilize graphical user interfaces to convey information and interact with human operators. For more information, please visit <http://www.amulettechnologies.com>