



BINACHIP

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BINACHIP Joins ARM Connected Community

SAN JOSE, Calif. – July 19, 2006 – BINACHIP today announced it is a new member in the ARM® Connected Community, the industry’s largest ecosystem of ARM technology-based products and services. As part of the ARM Connected Community, BINACHIP will gain access to a full range of resources to help it market and deploy innovative solutions that will enable developers to get their ARM Powered® products to market faster.

“We are delighted to become part of the ARM ecosystem,” said Susheel Chandra, BINACHIP president and CEO. “By allying ourselves with one of the most important players in the embedded processor arena, we gain invaluable support, as well as access to our fellow members of the ARM Connected Community and potential customers.”

BINACHIP automates the translation of software assembly and binaries onto mixed hardware/software platforms, thereby reducing design times from months to days. The given application can be available at a high level such as C/C++ or MATLAB and compiled into a general purpose processor assembly or binary, or the code may be available in binary form from previous legacy designs. BINACHIP takes this software code, and performs automated hardware/software co-design at the assembly language level, and generates software code for the target processor, and RTL VHDL and Verilog code that can be implemented on an FPGA. Depending on the application, the resulting implementation can provide a 10X to 50X speedup over a pure software implementation. BINACHIP fully supports both the ARM7™ and ARM9™ processor families.

The ARM Connected Community is a global network of companies aligned to provide a complete solution, from design to manufacture and end use, for products based on the ARM architecture. ARM offers a variety of resources to Community members, including promotional programs and peer-networking opportunities that enable a variety of ARM Partners to come together to provide end-to-end customer solutions. Visitors to the ARM Connected Community have the ability to contact members directly through the website.

“The Connected Community is all about companies working together to provide the most complete solutions in the shortest possible time. By joining the Community, which now comprises more than 340 companies, BINACHIP increases the large portfolio of skills, products and services that are centered around the ARM architecture, and currently available to developers worldwide,” said Ian Thornton, director of Solutions Marketing for ARM.

For more information about the ARM Connected Community, please visit <http://www.arm.com/community>.

About BINACHIP

BINACHIP develops and markets software products and services that enable embedded systems developers to design and implement high-performance applications within their price/performance and time-to-market constraints. It also enables seamless migration of software from older-generation, general-purpose, embedded processors into newer hardware, and mixed hardware/software platforms of the future. BINACHIP’s core technology is the result of work done at Northwestern University by co-founder Professor Prith Banerjee and his team. He is currently Dean of the College of Engineering at the University of Illinois at Chicago. BINACHIP is privately held with offices in San Jose, Calif., and Glenview, Ill. For more information and to download demo versions of BINACHIP software: www.binachip.com.

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