

## Sundance Joins the National Instruments Alliance Partner Program

**RENO, NEVADA** – November 10 2004 - Sundance, a worldwide supplier and manufacturer of signal processing, reconfigurable computing, and data acquisition systems for wide range of embedded designs and telecommunication applications, is pleased to announce that it has joined the National Instruments Alliance Partner Program. As an NI Alliance Partner, Sundance will leverage its expertise in high-speed digital-to-analog data acquisition and DSP systems with its in-depth knowledge of the NI LabVIEW graphical development environment, including National Instruments extensive virtual instrument platforms, to support their customers in developing a wide range of communications, signal, and image processing applications.

Sundance's Texas Instruments DSP-based systems and their rich intellectual property cores libraries can interface with National Instruments development environments Sundance multiprocessor (SMT) platforms .can communicate with LabVIEW, helping OEMs create and customize hardware as well as I/O devices in various signal and imaging applications. Combining Sundance's SMT product line and the LabVIEW DSP Test Integration Toolkit is key for achieving a seamless integration between DSP design and test.

"We are pleased to have Sundance join our Alliance Partner Program," said Mike Trimborn, NI LabVIEW Product Marketing Manager. "OEMs will benefit from the connectivity between LabVIEW and Sundance's DSP-based systems, which provide applications and turn-key systems with a well-integrated and harmonized environment for implement real-time applications."

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"Becoming an NI Alliance Partner is fundamental to our corporate mission and marketing strategy and helps us position ourselves as a true solution provider to the telecommunications and DSP developers market," said Flemming Christensen, General Manager of Sundance. "We are focused on offering our customers a wide spectrum of hardware, software, and cores to enhance the development of custom hardware for advanced applications such as software defined radio and complex signal processing"

#### **About Sundance**

Sundance is a UK-based, ISO 9000 Compliant, independent company headquartered Chesham, U.K., and with offices in the United States and Italy. The company designs, develops, manufactures and markets high performance signal processing and reconfigurable systems for original equipment manufacturers in the wireless and signal processor markets. Leveraging its multiprocessor expertise and experience, Sundance provides OEM with modular DSP and FPGA-based systems as well as, Data Acquisition, I/O, Communication, and interconnectivity products that are so essential to multiprocessor systems where scalability and performance are important. With over fifty different modules and carriers for PCI, cPCI VME and Stand Alone platforms, Sundance is a solution provider to semiconductor, pharmaceutical, and factory automation industries. Sundance, founded in 1989 by the current directors, is a Xilinx Xperts and MathWorks' Connection program member.

#### **About National Instruments**

National Instruments ([www.ni.com](http://www.ni.com)) is a technology pioneer and leader in virtual instrumentation – a revolutionary concept that has changed the way engineers and scientists in industry, government and academia approach measurement and automation. Leveraging the PC and its related technologies, virtual instrumentation increases productivity and lowers costs through easy-to-integrate software, such as the NI LabVIEW graphical development environment, and modular hardware, such as PXI modules for data acquisition, instrument control and machine vision. Headquartered in Austin, Texas, NI has more than 3,100 employees and direct operations in 41 countries. Readers may obtain investment information from the company's investor relations department by calling (512) 683-5090, by sending e-mail to [nati@ni.com](mailto:nati@ni.com) or by visiting [www.ni.com/nati](http://www.ni.com/nati).

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