

PRESS RELEASE

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Sundance joins The MathWorks Connections Program



SUNDANCE

Sundance reconfigurable computing platforms extend Model-Based Design for DSP/FPGA systems using MATLAB and Simulink

RENO, NEVADA – December 17, 2004 - Sundance, a worldwide supplier and manufacturer of signal processing and reconfigurable computing systems for an extensive range of embedded designs and applications, today announced it has become a member of The MathWorks Connections Program.

The Connections Program is The MathWorks partner program for companies that offer products and services based on The MathWorks MATLAB® and Simulink® products. Connections partners build on the MATLAB technical computing environment and Simulink environment for Model-Based Design to provide industry or application-specific technology to fill users' need for a complete solution.

Sundance's SMT6040 and SMT6050 Toolboxes enable engineers to model applications in the Simulink block-diagram environment, and then automatically generate optimized code for Sundance's family of DSP- and FPGA-based systems. The FPGA support includes automatic generation of VHDL code without the need to learn details of the underlying hardware and software, while the DSP development tools include optimized hand-code assembled functions and Simulink blocks for Sundance's high-speed data bus and interprocessor communication interfaces.

"The combination of The MathWorks development tools and our FPGA and DSP-based platform solutions in a single environment will greatly benefit our OEM customers and accelerate system developments for their mission critical applications," said Flemming Christensen, Sundance's

EDITORIAL ENQUIRIES

USA
Sundance DSP Inc.
Dr. Nory Nakhaee
4790 Caughlin Parkway 233, Reno,
NV 89509-0907, U.S.A.
Tel: (775) 827-3103
Fax: (775) 827-3664
email: NoryN@sundance.com

MIDDLE, SOUTH, EAST EUROPE
Sundance Italia S.R.L.
Dr. Fabio Ancona
Corso XXV Aprile 55/3
16040 S. Salvatore di Cogorno (GE), Italy
Tel: +39 0185 385193
Fax: +39 0185 385370
email: Fabio.A@sundance.com

NORTH EUROPE & REST OF THE WORLD
Sundance Multiprocessor Technology Ltd.
Mr. Flemming Christensen
Chiltern House, Waterside, Chesham
Bucks, HP5 1PS, England
Tel: +44 (0)1494 793167
Fax: +44(0)1494 793168
email: Flemmig.C@sundance.com

General Manager. "By providing an integrated solution where intellectual properties cores can quickly be developed, configured and implemented, we'll be able to give our customers a comprehensive, well-integrated set of solutions and tools to help them harness the power of our real-time DSP platforms."

"We are pleased to welcome Sundance to the Connections Program," said Jim Tung, MathWorks Fellow at The MathWorks. "The availability of Sundance's reconfigurable computing systems supporting our Simulink platform for Model-Based Design will provide high-quality and flexible solutions to OEMs and embedded systems engineers in the telecommunications and signal processing markets."

Sundance's multiprocessor technologies (SMT) product line provides signal-processing designers with wide choices of DSP development platforms where Texas Instruments TMS-based processors are harmonized in a well-balanced architecture with a powerful Xilinx® Virtex FPGA. These architectures are also coupled to a range of ADC/DAC modules that provide system architects with versatile data acquisition modules critical to the development of telecommunications and software defined radio (SDR) applications. The integration of various standard I/O and video and image capturing interfaces makes the Sundance platforms an ideal all-around platform for the integration of image processing core applications. Integrating the SMT6040 and SMT6050 Toolboxes in the Sundance user interface creates the ideal prototyping and production environment for OEMs and intellectual property core developers.

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 processing 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 Connections Program member.

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