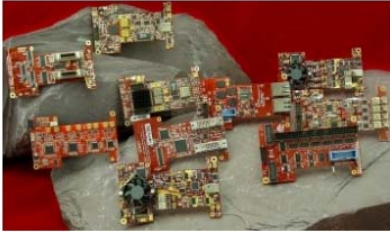


# PRESS RELEASE

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## SUNDANCE EXPANDS OEM COMPONENT BUSINESS



*Sundance Rolls Out OEM Component Business  
Across Its Range Of Sub-Modules and Daughter  
Cards Including MIMO, GigE and WiMax.  
Supports Territory Expansion and Extends Market Reach.*

**London, England, 8 September 2008** – Sundance, the leading supplier and manufacturer of advanced digital signal processing (DSP) and reconfigurable FPGA systems today announced that it is building-out its OEM component business to include a much broader range of function specific sub-modules and daughter cards. The initiative is part of the Company's strategy to further extend its market reach through better customer access to its Card Store and IP library.

Cards and modules available under the OEM solutions banner range from Dual MIMO RF through Dual WiMax RF; Camera Link, Dual Gigabit Ethernet and DAQ modules from 125MHz through 1GHz. Across the range there is a choice of form factor, on-board memory configurations and max Bus speeds up to 1.25Gbps. Design Packages of IP are available that include source code, schematics and VHDL.

The rich seam of IP, cards and sub-modules within the Sundance OEM portfolio is a dividend of the Company's long-standing and on-going investment in product development and manufacturing capacity in the UK and China. Because Sundance OEM solutions are pre-optimized and pre-verified they play an increasingly important part in OEM risk reduction and product verification strategies. Time to market can be reduced and competitive advantage strengthened through a fast and straight forward route to pre-optimized module based component solutions.

"Through our OEM strategy, customers and partners have the ability to drive cost out of their production through our manufacturing economies of scale and investment in IP development, said Flemming Christensen, managing director of Sundance Multiprocessor Technology Ltd. "The direct impact is fast access to a constantly growing portfolio of off-the-shelf IP and hardware modules that deliver competitive advantage in terms of cost, management of risk, integration and time to market."

At the core of the Sundance OEM solution is conformance to the Texas Instruments Module (TIM) standard and open bus architecture that extends the life-time of ADC/DAC and I/O designs. Sundance modules enable an easy migration path across multiple generations of FPGA technology and easy interconnect with TI DSP in a multiprocessor environment.

For more information about the new range of Sundance OEM solutions contact your local Sundance Office or email [enquiries@sundance.com](mailto:enquiries@sundance.com).

### **About Sundance**

Sundance leads the world in the design and manufacture of mixed COTS digital signal processing and FPGA architectures. Sundance modular and customizable COTS hardware and software systems are easy to reconfigure to suit all high-speed I/O and signal processing applications, enabling the rapid prototyping and development of embedded systems. Designers and manufacturers of wireless infrastructures, satellite communications, industrial signal processing, sonar/radar, software defined radio (SDR), multimedia and telecommunications, all depend on the flexibility of Sundance's mixed DSP+FPGA platforms and systems to get their products to market – FAST!

Key design and manufacturing facilities are located in the UK, and mainland Europe and our worldwide network of agents – extending as far as Asia – provides quality service and support.

#### **More information:**

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