



Press Release

July 2008
FOR IMMEDIATE RELEASE
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Microtronix and Kane Computing Sign United Kingdom (UK) Distribution Agreement

LONDON, ON—July 15, 2008 - Microtronix® Datacom Ltd., a leading supplier of highly integrated video imaging and intellectual property (IP) development solutions today announced that it has signed a distribution agreement with Kane Computing Ltd, to distribute Microtronix solutions including the ViClaro III™ HD Video IP development kits in the UK and throughout Europe.

ViClaro III™ is ideal for building next-generation HD 1080p 100/120 Hz video systems to be used in a broad range of applications such as: video surveillance, broadcast, video conferencing, medical imaging and flat panel displays. An integrated suite of HD Video Quartus Reference Designs, which greatly simplifies the development of HD 1080p video systems to reduce the overall costs of many workflows, are based on Altera's Avalon VIP system interconnected framework and supported by the Microtronix Avalon Multi-port DDR2 Memory Controller IP core.

The ViClaro III HD Video IP Development Kit includes the following:

- Video Host board featuring an Altera EP3C120 Cyclone™ III FPGA and 256 MB 64-bit DDR2 memory
- 4-lane PCIe PHY
- DVI or HDMI Receiver / Transmitter Daughter Cards
- Quad Link LVDS supports up to 1080p 100/120 LCD Display Panel
- 72 LVDS channels on HD Video Host board
- Suite of HD Video Quartus Reference Designs
- LVDS loopback cables

"We are delighted to partner with Microtronix" said KCL Managing Director, Richard White. "Offering its cutting edge HD Video IP Development solutions is in perfect keeping with KCL's commitment to provide our customers with the latest and most innovative products to expedite engineers' development efforts and reduce their time to market."

"We are proud to be part of the KCL family of product offerings," said Norman McCall, President, CEO of Microtronix. "Design engineers, located in the UK, can now take advantage of a flexible, powerful DVI, HDMI, SDI, HD/HDTV and PCIe design-evaluation platform for the development of video processing IP algorithms."

About Kane Computing Ltd.

KCL (www.kanecomputing.co.uk) has been providing Image Processing, DSP and high performance computing products for use in industry, education and research since 1987. KCL has extensive knowledge and experience of providing video compression solutions for many industries particularly for digital video security and high quality broadcast applications. KCL has a policy of continual improvement and operates its business in accordance with the requirements of ISO9001:2000. KCL is also approved under the Investors in People programme.

About Microtronix.

Microtronix has been in business for over 30 years. The company had its beginning as a designer of custom networking equipment targeted at the TELCO marketplace. The company has intensified their engineering skills on a line of embedded networking products and on providing a turnkey engineering design-development service from product concept through to full production. Microtronix specializes in the rapid development of FPGA-based hardware, IP cores, printed circuit board and software solutions for embedded applications.

For more information please contact: Miss Pauline Lightburn on Tel; 01606 351006
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