

FOR IMMEDIATE RELEASE

VDC Awards CriticalBlue the “Embeddie” Best of Show Award for the 2009 Embedded Systems Conference Silicon Valley

Natick, Massachusetts and Edinburgh, Scotland – May 4, 2009 – VDC Research recently attended the 2009 Embedded Systems Conference Silicon Valley in San Jose, CA and awarded the Best of Show Award or “Embeddie” to CriticalBlue.

VDC awards the Embeddie to the company whose product announcement offers the most compelling opportunity for software engineers to meet the challenges of complexity, productivity, quality, and schedule management.

During the course of the conference VDC had over thirty direct supplier meetings in addition to walking the conference floor for other meetings and product demonstrations.

“CriticalBlue’s Prism addresses some of the basic concerns of leveraging significant investments in legacy code as software engineers look to adapt to new multi-core architectures and programming methodologies,” says Stephen Balacco, Director with VDC’s Embedded Software and Tools Practice. “Moreover, by helping development teams test for the most efficient parallel configurations, they can focus and prioritize their engineering time and resources to optimize potential return on investment.”

Prism’s rich, graphical and environmental plug-in augments existing tool flows and is portable across various multicore processor platforms. The system is in use today at leading multicore companies including Freescale, NEC Electronics, Renesas and Toshiba, and is supported by processor designers ARM and MIPS, Inc., as well as Virtutech®, Inc., provider of the Simics® virtualized system development (VSD) platform.

“Prism is a result of more than three years of cooperation with customers in understanding their needs in the multicore software development space,” commented David Stewart, CEO, CriticalBlue. “What we clearly heard is that developers want an environment that supports evolutionary migration of their existing code alongside accurate prediction of the benefits of migration for that code. We’re honored that Prism has been chosen as the Best of Show for ESC.”

Further details on our ESC Bulletin can be found at VDC’s *On Target: Embedded Systems* Blog at: <http://www.ontargetembedded.blogspot.com/>

ABOUT VDC RESEARCH GROUP

VDC Research Group (VDC) is a technology market research and strategy consulting firm that advises clients in a number of technology markets including: Automatic Identification and Data Collection, Embedded Hardware and Systems, Embedded Software and Tools, Industrial Automation and Control, Mobile and Wireless, and Power Conversion and Control. Using rigorous primary research and analysis techniques, the firm helps its clients identify, plan for, and capitalize on current and emerging market opportunities. We strive to deliver exceptional value to our clients by leveraging the considerable technical, operational, educational and professional experience of our research and consulting staff. During our nearly four decades of ongoing operation, we have had the pleasure of serving most of the world's leading technology companies, many high-profile start-ups, and numerous blue-chip early and later stage investors. Our products and services consist of research reports, annual research programs, and custom research and consulting services. Founded in 1971, the firm is located in the Boston area. Please visit our Web site at www.vdcresearch.com to learn more.

ABOUT CRITICALBLUE

CriticalBlue is a pioneer of flexible, automated system design solutions that meet the increasing performance, power, and cost demands associated with the delivery of advanced electronic products within today's demanding design schedules. The increasing use of complex, multicore processor architectures has accelerated demand for CriticalBlue's technology and expertise throughout all electronic industry sectors. Headquartered in Edinburgh, Scotland, with offices in San Jose, California, and Tokyo, Japan, the company has delivered multiple solutions for key aspects of embedded software design, including Prism, a multicore embedded software design environment, and Cascade, a software accelerator synthesis technology. The company is funded by European, US Silicon Valley, Japanese venture capitalists and corporate investors. Information about CriticalBlue is available on the Web at www.criticalblue.com.

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