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Impulse Chosen as Finalist for 2006 EE Times ACE Award
Software-to-FPGA tools provider spotlighted in Ultimate Products of the Year, Logic Interface and Programmable Logic category

Kirkland, WA, March 7, 2006 – Impulse Accelerated Technologies, a leader in software-to-hardware development tools for FPGAs, today announced that it has been selected as one of six finalists for the 2006 *EE Times* Annual Creativity in Electronics (ACE) Awards, in the category of Ultimate Products of the Year, Logic Interface and Programmable Logic.

The winners of this prestigious award will be announced at the *EE Times* ACE Awards gala on April 4 at the Fairmont Hotel San Jose during the Embedded Systems Conference Silicon Valley. *EE Times* ACE Awards finalists were picked out of a pool of more than 600 entries submitted for seven categories of awards. The Ultimate Products of the Year is awarded to the most significant product introduced in the last 12 months in each of seven categories, as determined by large-scale peer review comprised of *EE Times* and *eeProductCenter* readers.

"We are proud to announce Impulse as a finalist for the ACE Awards," said Brian Fuller, editor-in-chief and publisher of EE Times. "This nomination recognizes the importance of smaller companies like Impulse, who often lead our industry in developing innovative new technologies."

Impulse was founded in 2002 as a privately funded startup, and two years later released its flagship product, CoDeveloper™ with Impulse C™. According to David Pellerin, CTO and co-founder of Impulse, "Impulse C represents a new way of thinking about software-to-hardware design. Rather than attempt to recreate existing hardware design methods in a C-like syntax, our goal was to create an environment in which software programmers can use their existing C programming expertise, and their existing C tools, to create FPGA-accelerated systems."

This focus on software programmers is evident throughout the design of Impulse products, as well as in their pricing. Impulse has generally avoided using the term Electronic System Level (ESL) design, preferring instead to promote itself as a software development tool for software programmers. In 2005, Prentice Hall Technical Reference published the book *Practical FPGA Programming in C*, authored by David Pellerin and Scott Thibault, highlighting the use of Impulse C for software-to-FPGA application development.

About Impulse
Impulse provides design tools that enable true software programming of FPGA devices using the C language. The Impulse CoDeveloper tools allow FPGA algorithms to be developed and debugged using popular C/C++ development environments, including Microsoft Visual Studio™ and GCC-based tools. The CoDeveloper software-to-hardware compiler translates C-language processes to low-level FPGA-hardware, while optimizing the generated logic and identifying

opportunities for parallelism. The compiler analyzes untimed C code and collapses multiple C statements and operations into single-clock instruction stages. CoDeveloper unrolls loops and generates loop pipelines to exploit the extreme levels of parallelism possible in an FPGA. CoDeveloper's Application Monitor™ generates debugging visualizations for highly-parallel, multi-process applications, helping system designers identify dataflow bottlenecks and other areas for acceleration.

Impulse C customers include Draper Laboratories, General Dynamics, Hitachi, LANL, Mitsubishi, Toyota, Canon, and other companies and research universities worldwide.

Pricing of CoDeveloper starts at $4,995 for a perpetual license. Annual licenses are available. For more information visit www.ImpulseC.com.

About EE Times ACE Awards
The *EE Times* ACE Awards were created to recognize the people, companies and products that show leadership in the electronics industry and will honor those who are leading the way and making positive contributions — the creators of technology. Awards will be presented at the second annual awards gala held on April 4, 2006 at the Fairmont Hotel San Jose during CMP Media's Embedded Systems Conference Silicon Valley, at the San Jose Convention Center. To purchase tickets and find out more about the event, visit www.eetimes.com/ace

About CMP Media's Electronics Group
The CMP Media Electronics Group is the premier technology and business media brand serving the information needs of the creators of technology worldwide. Offering a full suite of products and services to reach electronics technology professionals throughout the world, CMP Media's Electronics Group delivers the most targeted audience and actionable information to marketers in the electronics technology community. Each month, CMP Media's Electronics Group delivers more than 1 million copies of its print publications including, *EE Times*, to subscribers in 55 countries and online visitors from 100 countries view more than 7.5 million pages on its Web sites including EE Times Online and TechOnLine. More than 35,000 decision makers from 48 countries attend its events such as Embedded Systems Conferences each year in North America, China, Taiwan and Europe.

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