



## **Five First-Look New Product Forum Award Winners Announced at GSPx 2005**

### ***Award Highlights New Products that Offer Real Benefits to the Signal Processing Market***

GSPx, Santa Clara, California, October 25, 2005 – Global Technology Conferences today announced five First-Look New Product Forum Award winners. The New Product Forum Award recognizes new hardware, software and EDA products that offer the greatest promise for the signal processing and embedded software industries. The award winners were announced at a special ceremony at GSPx, the pervasive signal processing event.

#### New Product Forum Award Winners

- ARC International - SIMD Media Engine
- CogniSign - imageMATCH Search System
- Poseidon Design Systems - Virtex-4 PowerPC Accelerator
- RF Engines Ltd - FPGA-based Downconverter Solution
- Tensilica, Inc. - Xtensa 6 Processor Core

"We chose the five products that will have the greatest impact on embedded applications in 2006," said Will Strauss, president of Forward Concepts, a market research firm focused primarily on digital signal processing, and New Product Forum judge. "The technology integrated in these solutions will increase the efficiency and capabilities of the computing, wireless, satellite, telecommunications and video applications of the future."

"We are excited about the enhanced product performance potential these products facilitate," said Jim Lipman, contributing editor for TechOnLine and New Product Forum judge. "These companies are driving innovation in the embedded industry."

For more information about the New Product Forum winners and GSPx 2005, visit [www.gspix.com](http://www.gspix.com).

#### About GSPx 2005

GSPx 2005 is the most comprehensive embedded solutions event with white paper presentations, technical workshops, technology panels, new products on the exhibit floor, and the First-Look New Product Forum. The conference targets design engineers and senior-level executives responsible for the development and management of embedded technologies as well as products incorporating such solutions. GSPx 2005 will cover embedded applications for automotive, biomedical, distributed processing, entertainment, image processing, radar imaging, security, speech processing, telecommunications, video and wireless. To register or exhibit at GSPx 2005, or for more information, visit [www.gspix.com](http://www.gspix.com).