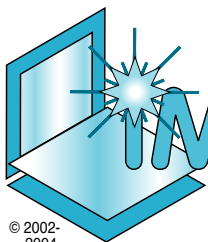


High-Powered ARM Development at Garage-Powered Prices

INTRODUCING ImageCraft V7 ANSI C development tools for ARM7 Processors

... Press Release October 19th, 2004 ...

- ImageCraft today announces ICCV7 for ARM, the new price performance leader of C development tools for the ARM7 processors. ICCV7 for ARM builds on ImageCraft's experience of serving 10,000 customers since 1994 and includes an easy to use but powerful IDE and an optimizing compiler. Initial ARM7 support includes Atmel AT91, AT91SAM7, Philips LPC21xx, Analog Device ADuC7024, and ST STR710 etc. with plans to support other popular ARM7 and ARM variants later. For debugging tools, ICCV7 for ARM supports the Nohau EMUL-ARM emulator and the GNU ELF/Insight debugger.
- The base product will be priced at \$199, and we expect product shipment to commence in November 2004. Two additional versions will be available in 1Q05 adding support for Thumb code generation (ADV version: \$349) and global optimizer (PRO version: \$749). Our maintenance policy includes easy upgrade procedure (download the latest demo and install) and low annual maintenance fee. 45 Day fully functional demo, which will become 4K code limited for non-commercial use, will be available from our website.
- For more information, please refer to the Product Information Sheet on the back of this press release, or contact info@imagecraft.com.



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