

For Immediate Release

Press Release

From: System General Corporation

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System General to Introduce the World's First High-Performance USB Universal Programmer

System General sets a new standard for laboratory/engineering instrument by introducing PowerLab universal programmer – The first high-performance USB-interface universal programmer in the world.



Taipei, Taiwan, Nov 20th, 2002. System General today announced its new laboratory/engineering type universal programmer – PowerLab. It was specifically designed as a low-cost yet high-performance solution to support all of users' programming requirements, but not at the sacrifice of speed, quality and capability.

PowerLab provides an extensive list of silicon support including many of today's cutting-edge parts, such as high-density Flash memory, PLD, CPLD, FPGA and microcontrollers. With System General's industry-proven HSP (high-speed programming) technology embedded within the programmer, PowerLab dramatically improves device programming performance at its price point. For example, an Intel 28F160C3TA Flash memory programs in only 12 seconds. File download speed is also improved – with USB connectivity user can now download a 16-Mbit file in 6 seconds.

“PowerLab was designed to challenge the competition. It outperforms its competitors with most of its operations. We feel confident that it will revolutionize the way people think of and expect from a laboratory or engineering programmer. In addition to the excellent price-performance ratio, we design PowerLab with the same software platform as that on our production models. Therefore, customers can enjoy almost the same device supports on this low-cost programmer,” said Mr. Nico Huang, the vice president of Automated Instrument Business Group in System General Corp.

There are a lot of attractive utilities and functions in PowerLab's friendly Windows software interface for users to explore. Pin continuity check, Auto-ID, Auto-start, insertion check, serial code

programming and extensive file and memory manipulation tools all come as standard with the programmer. PowerLab saves customer's time, labor and money. It would become an indispensable tool for its users.

With the introduction of PowerLab, System General is no doubt the total solution supplier of device programming solutions. Customers can choose from its complete line of offers, from laboratory/engineering programmers, production programmers to mass-volume automated handler.

Key features of PowerLab:

- **Low Cost:** Equipped to support all of your lab's programming requirements, but not at the sacrifice of speed, quality or capability
- **Fast Programming Performance:** Programs 16-Mbit Flash memory in 12 seconds
- **Quick File Downloading Capability:** 2.8 Mbits/second through USB interface
- **Low-Voltage Support:** Supplies V_{CC} down to 1.2 volts
- **Universal Device Support:** Memories, microcontrollers and programmable logic
- **Windows Interface:** Supports Windows 95/98/ME/2000 (Windows NT/XP available soon)
- **Free Software Updates:** For the life of the programmer
- **Approved Algorithms:** Follows semiconductor manufacturer published algorithms verbatim
- **Highest Quality:** Industrial grade, ISO 9001 certified

Find more about PowerLab at System General's web site <http://www.sg.com.tw>

Photo: PowerLab High-Performance USB Programmer

<<Company Backgrounder >>

System General (SG) was established in 1983 as a consulting company for Device Programming and Power Management. The company then started design and manufacture of device programmers in 1985. Aiming to become the leader in the field of its expertise, SG committed to delivering the best quality and services for its products, and has won excellent reputation from customers all over the world.

After merged with ESIC in 1999, SG steadily expanded its business scope into IC design markets. Armed with a strong R&D team, SG successfully entered the business by delivering its first Power Management Products. The new IC solutions incorporated innovative designs on power conversion and energy saving, and have been well accepted by the market. With the corporate vision of "Innovation for a Better Tomorrow", SG's business goal has always been to provide innovative products in order to improve people's well-being.

SG is headquartered in Taipei, Taiwan with branch offices in California, USA and China, and sales agencies

throughout the world. SG operates in two strategic business units: Semiconductors and Programming Instruments. Each business unit is supported by dedicated well-skilled R&D, manufacturing, sales, logistics and technical support teams.

SG's product solutions:

Semiconductor Business Unit: Multimedia, Power management & control ICs,
Wireless communication ICs, General purpose mixed-signal ICs, Scanner ICs, IP development

Programming Business Unit: Manual Device Programmers, Automated Device Programming and Testing Systems.

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