

For Immediate Release

Press Release

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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, Dec 12th, 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>

<<Company Backgrounder >>

System General Corporation is the world's leading innovator in IC programming and Power IC products. System General operates in two business segments: Semiconductors and Automated Instruments. System General spans a diversified range of electronic products, and each business sector conducts R&D, manufacturing, sales and technical supports in its field of expertise.

System General specializes in state-of-the-art IC programming and test technology and high-performance analog, digital, and mixed-signal integrated circuit technologies. Using advanced design methodologies and proprietary technologies, SG delivers a broad line of products:

System General Corporation, the Taiwan-based company, established in 1983, was positioned as an electronics design company with proprietary expertise in test instruments and switching-mode power supplies. Armed with a strong engineering team, the company went into production in 1986 as a leading manufacturer of industrial-standard IC programming system. After merged with ESIC in 1999, SG has steadily expanded its business scope into power management and control IC and scanner IC market. Powered by a very strong R&D team, SG is able to leverage its expertise in power conversion and data conversion processing to deliver products that facilitate our diversified range of semiconductor solutions.

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