

Pleora and Atmel Cooperate On Gigabit Ethernet Connectivity Solutions for Industrial Vision

- Deal highlights benefits of Gigabit Ethernet (GigE) for high-performance vision applications

OTTAWA, CANADA, October 14, 2004: Pleora Technologies Inc. today announced an agreement with Atmel® to cooperate on GigE connectivity solutions for industrial vision systems.

Under the deal, Pleora is supplying hardware and software that allows Atmel's industry-leading industrial cameras to communicate with PCs in real time over standard GigE connections. Pleora is furnishing the GigE products for Atmel cameras equipped with Camera Link™ interfaces, including products from Atmel's popular AViiVA®, Akyla® and Camelia® lines.

"This agreement is a first step towards the integration of the GigE interface into our cameras. It allows Atmel to test the market and lets our customers benefit quickly from GigE's long-distance reach, simple PC connections, and low cost," said Christophe Robinet, Camera Marketing Manager, Professional Imaging Product Line, Atmel.

"Atmel is a recognized leader in global markets for industrial and professional cameras," said George Chamberlain, President, Pleora Technologies. "This agreement will help Pleora expand its presence in a diverse range of industrial vision segments."

About Atmel

Founded in 1984, Atmel Corporation is headquartered in San Jose, California with manufacturing facilities in North America and Europe. Atmel designs, manufactures and markets worldwide, advanced logic, mixed-signal, nonvolatile memory and RF semiconductors. Atmel is also a leading provider of system-level integration semiconductor solutions using CMOS, BiCMOS, SiGe, and high-voltage BCDMOS process technologies.

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About Pleora

Pleora Technologies is the world's leading supplier of Gigabit Ethernet (GigE) connectivity solutions for vision systems. Pleora's iPORT™ products stream imaging data over low-cost GigE connections with very high performance, while at the same time giving vision systems long-distance reach, scalable processing, flexible networking, and unmatched ease of use. Pleora is headquartered in Ottawa, Canada.

Atmel, AViiVa, Akyla, and Camelia are registered trademarks of Atmel Corporation or its subsidiaries. iPORT is a trademark of Pleora Technologies. Camera Link is a trademark of the Automated Imaging Association.

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