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Ten Ellisys USB & Certified Wireless USB protocol analysis customers profiled

Ellisys customer success stories now on-line

Geneva, Switzerland — October 1, 2007 — Ellisys, a leading supplier of test solutions for USB, Certified Wireless USB and the WiMedia Platform, today announced that a series of ten customer success stories are available on the company's web site.

Says Mario Pasquali, Co-Founder and President, "Our mission is to provide sophisticated test tools for hardware engineers, software developers and test technicians to make their work easier – and this in turn accelerates time to market by reducing R&D project duration and increases product quality by ensuring compliance to standards. Our customers kept telling us that with our USB and Certified Wireless USB protocol analyzers we've realized this mission – and now everybody can read all about it."

The Ellisys customer list is a veritable Who's Who of the Wireless USB and WiMedia world – leading companies including Alereon, Artimi, Cypress Semiconductor, LucidPort, Realtek, Staccato Communications, Tzero and Wisair have successfully used Ellisys protocol test equipment. Here's a sample of their experience.

Alereon, a US-based fabless chip maker, already had a protocol analyzer from another test equipment manufacturer but liked the *InstantTiming™* feature in Ellisys' protocol analysis software so much that the company bought a Wireless USB Explorer 300. "I was very impressed with the difference in user interface software versus the one we were using" says David Nix, Director of Software. He continues "the analysis typically goes about twice as fast with the Ellisys as with the other products."

Artimi, a UK-based fabless semiconductor firm, uses an Ellisys Wireless USB Explorer 300 analyzer and UWB Generator 320 to save time when debugging. Any errors recorded by the protocol analyzer are exported to a script and played back by the generator. This enables the company's engineers to quickly track down issues and then verify that issues have been successfully resolved by running exactly the same test again. Like Alereon, Artimi already had an analyzer from another test equipment manufacturer but found that Ellisys products let them do more.

Cypress Semiconductor France, a semiconductor manufacturer and distributor, relies on an Ellisys USB Explorer 200 to provide pre-sales training and post-sales technical support. Phillippe Larcher, an application engineer who frequently goes to customer sites, appreciates the small portable form factor and self-powered features of the USB Explorer 200. He says "the Ellisys analyzer is very easy to set up. You just take it out of the box and plug in the USB and it works... even someone who's not used to it can learn it very easily."

A broad range of test applications are described in the customer stories now on-line. To find the one that best relates to your project, please see the complete stories available at www.ellisys.com/customers



About Interoperability & Compliance Testing

Interoperability and compliance testing validates that protocol implementations work properly and is an essential step towards commercialization of standards-based products. It ensures consumer products from various manufacturers will operate together seamlessly and so satisfy customer expectations. This type of testing is of particular importance for an emerging communication technology such as WiMedia, the de-facto standard radio platform for Ultrawideband (UWB) wireless networking selected by the USB Implementers Forum and the Bluetooth SIG for next-generation consumer electronics, mobile and computer applications.

About the Ellisys USB Explorer 200

The USB Explorer 200 protocol analyzer supports all three USB 2.0 speeds enabling developers to produce better USB 2.0 systems faster. Ellisys' easy-to-use analysis software shortens the developer's learning curve and optimizes time to market with advanced functionality.

About the Ellisys Wireless USB Explorer 300

The Wireless USB Explorer 300 captures, analyses and verifies traffic transmitted over-the-air in WiMedia Ultrawideband and Certified Wireless USB protocols. Analysis software enables developers to view transfers, transactions and packets simultaneously on screen for split-second understanding of bus activity. Post-analysis, developers can use powerful search functionality to filter out unwanted data, and quickly locate the essential information needed to speed up their development work and accelerate time to market.

About the Ellisys UWB Generator 320

The UWB Generator 320 helps verify product and component reliability by generating reproducible traffic, timing and error scenarios. Containing a specialized processor designed specifically for WiMedia Ultrawideband (UWB), WiNET / WLP and Certified Wireless USB protocols, the processor's instruction set enables developers to emulate Wireless USB hosts and devices as well as various WiMedia-based devices. Integrated with Ellisys' leading protocol analysis software, users can reproduce previously-recorded scenarios, or modify them for testing corner cases and recovery mechanisms.

About the Ellisys WiMedia Platform Precompliance Test Solution

The WiMedia Platform Precompliance Test Solution automatically executes a comprehensive set of scripts that implements the entire suite of test scenarios defined in the new WiMedia Platform Test Specification version 1.1. The test solution interacts with a device under test, captures all traffic exchanged with the device to a file, analyzes the traffic to verify compliance behavior, and generates a compliance report. Any detected issues can be easily debugged using the capture file and included protocol analysis software.

About Ellisys

Ellisys is a Test & Measurement company committed to the design and timely introduction of advanced protocol analysis solutions for USB devices, Certified Wireless USB and Ultrawideband. Developers have been using Ellisys' USB products and solutions for more than five years with great success. With the consumer electronics market moving toward wireless technology Ellisys proves once again its commitment to the developers' community. By providing WiMedia and Certified Wireless USB early adopters with the right tools at the right time Ellisys enables these promising markets to grow in a confident manner, and ensures a rapid and wide acceptance of these technologies. For more information, please visit www.ellisys.com.

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