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*The Data
Coding Leader*

FOR IMMEDIATE RELEASE

**AHA INVITED TO SPEAK AT IEE COLLOQUIUM
LONDON, NOVEMBER 22, 1999**

PULLMAN – August 26, 1999 - Advanced Hardware Architectures (AHA) Incorporated, a U.S. fabless semiconductor company that provides application-specific integrated circuits for the communication industry, today announced participation in The Institution of Electrical Engineers (IEE) colloquium “Turbo Codes in Digital Broadcasting – Could it Double Capacity?” This event will take place on Monday, November 22, 1999 at Savoy Place in London, England.

Dave Williams, AHA’s Product Marketing Manager for Communication products will be speaking on “Turbo product codes and their bandwidth efficiency.”

“This event is an excellent opportunity for television, radio and data broadcasting professionals to learn more about turbo codes and how they can improve efficiency utilizing the latest cutting edge technology,” said Williams. “Since AHA has the only known commercially viable turbo product code IC available, our expertise is valuable to members of the IEE. We are honored to be an invitee to this prestigious event.”

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Another invited speaker at the Colloquium is Claude Berrou, one of the co-inventors of turbo convolutional codes. His presentation is expected to discuss the latest development in turbo codes. Other companies being represented include NDS, France Telecom, COMATLAS, LOGICA and countless universities.

According to IEE, "The Institution of Electrical Engineers represents the public, professional and educational interest of over 140,000 electrical, electronic and manufacturing engineers world-wide. Key activities include publishing, the organization of conferences, the maintenance of technical standards, interaction with government departments and the provision of scientific and technical information services." <http://www.iee.org.uk/>

Established in 1988, AHA is a data coding expert in forward error correction and data compression, and includes in it's portfolio IC's utilizing Turbo Product Codes, Reed-Solomon, Reed-Solomon Viterbi, ALDC, DCLZ, as well as other data coding algorithms.

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For more information, contact Dave Williams, Product Marketing Manager,
at 509-334-1000 or e-mail davew@aha.com.

For information and specifications on AHA's TPC offerings, visit aha@aha.com.