



CONTACT:
Nancy Schumann
Product Marketing Manager
AHA, Inc.
2365 NE Hopkins Court
Pullman, WA 99163
USA
Phone: 509.334.1000
Fax: 509.334.9000
<http://www.aha.com>
e-mail: sales@aha.com

September 3, 1999

FOR IMMEDIATE RELEASE

AHA ANNOUNCES 40 MBYTE/SECOND COMPRESSOR/DECOMPRESSOR

*The Data
Coding Leader*

PULLMAN – September 3, 1999 - Advanced Hardware Architectures (AHA) Incorporated, a U.S. company that provides application-specific integrated circuits for printer, copier, scanner, tape storage and communication industries, today announced the introduction of another member to the StarLite™ family of ICs, the AHA3431. This compressor/decompressor IC is designed specifically for memory intensive products, such as digital copiers and printers.

2365 NE Hopkins Court

The new AHA3431 can operate at up to 40 MBytes per second and at 3.3V. The average compression ratio is 15 to 1 for 1200 dpi bitmap image data.

Pullman, WA 99163-5601

According to Nancy Schumann, Product Marketing Manager, offering another StarLite™ product was initiated from customer input, "Many of our current customers using the StarLite™ 3410C or 3411 are moving away from 5 volt boards to 3 volt boards," says Schumann. "In order to aid them in this transition, the AHA3431 was designed."

509.334.1000

Utilizing the proprietary StarLite™ algorithm, AHA3431 can simultaneously compress and decompress at full bandwidth. It supports 160 Mbytes/second burst rate over a 32-bit data bus. Further enhancing the flexible interface is the 40MBytes/second synchronous optional 8-bit video in and video out port.

FAX: 509.334.9000

URL <http://www.aha.com>

Samples for the AHA3431 are available immediately. Production is expected to begin in October, 1999.

Headquartered in Pullman, WA, AHA is a fabless semiconductor company that develops, markets and licenses data coding technologies such as Reed-Solomon, Viterbi, Turbo Product Codes, and both lossless and lossy data compression for the communications, data storage and hardcopy markets.

###

Trademarks are the property of their respective owners.
For more information, contact Nancy A. Schumann, Product Marketing Manager,
at 509-334-1000 or e-mail nschuman@aha.com