



Blue Pearl Software

NEWS RELEASE

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Blue Pearl Software Names ATE Service Corporation Distributor for Japan

EDS FAIR—YOKOHAMA, JAPAN—January 27, 2011—Blue Pearl Software announced today that it has signed an agreement with ATE Service Corp. of Kawasaki, Japan to be its sole distributor for Japan. Blue Pearl Software provides design automation tools that lower design risk for ASICs, FPGAs, and SOCs, improve quality of results, save time and reduce the cost of the chip design process.

“Blue Pearl is aggressively expanding its sales and support channels to keep up with worldwide demand for our next-generation products. ATE Service is highly respected and well connected in the Japanese market,” said Ellis Smith, CEO, Blue Pearl Software, Santa Clara, Calif.

“I am very pleased to be working with Blue Pearl Software. The launch of the Blue Pearl Software Suite at EDS Fair is a major event,” said Hiro Sasa, president and CEO, ATE Service Corp., Kawasaki, Japan. “The new Virtual Verification Environment launched at the show this week is very important to the Japanese market. With the new integrated interface, chip designers can see verification results with one click.”

About the New Blue Pearl Software Suite

The new Blue Pearl Suite includes a unique Visual Verification Environment. Design set up is streamlined, offering quick feedback on design structure and hierarchy, with an intuitive design environment browser.

The Visual Verification Environment enables users to perform a differential analysis on different design revisions and easily view automatically generated timing constraints, SDC assertions, and timing exception paths. Design set up within the Blue Pearl Suite is easy and flexible, offering a new user experience for EDA engineers.

The Blue Pearl Suite allows ultimate flexibility to personalize the environment and verify results visually. New and experienced designers can rapidly view accurate design analysis results, including CDC and timing constraints. As a result, the user can quickly understand the reasons why specific paths are false and can easily validate the accuracy of the timing constraint visually.

About Blue Pearl Software

Headquartered in Santa Clara, Calif., Blue Pearl Software is a privately-held electronic design automation (EDA) company committed to reducing iterations in digital design flows and improving design productivity.

For the latest news and information on Blue Pearl Software, visit www.bluepearlsoftware.com.
