



## **Leading Provider of GUI Development Tools Introduces PEG Pro™ Graphics Software for Advanced Applications**

*Swell Software to debut advanced embedded graphics development tool at Embedded Systems Conference (ESC) in San Jose, April 1-5*

**Port Huron, MI – March 27, 2007.** Swell Software, a Trinity Convergence company and leading provider of graphics software for embedded devices, today announced the availability of its PEG Pro™ graphical user interface (GUI) development solution. PEG Pro is a full-featured graphics software suite and toolkit for embedded developers creating sophisticated graphic applications in Automotive, Consumer Electronics and Medical Imaging devices.

PEG Pro software enables development of compelling embedded graphics by supporting high-color depths and delivering advanced graphics features. PEG Pro accelerates product development by offering an easy-to-use and proven graphics software solution that allows rapid prototyping hosted on Windows and Linux / X11 platforms, while targeting a wide range of embedded real-time operating systems (RTOSes) and embedded processors.

Swell Software will have demonstrations of its PEG family of software at the Embedded Systems Conference in San Jose (April 1-5) at the following partners' booth locations:

- CMX Systems - booth # 3030
- Express Logic - booth #1520
- eCosCentric - booth # 1922
- Green Hills - booth # 1320

"PEG software offers an intuitive and robust set of tools that allows for the development of full color UIs on the latest screens and displays," stated John Petrucci, senior software engineer at Eastman Kodak Company's Health Group. "The ability to run on a Windows® development platform provides a real advantage because it gives us the option to start development prior to the target device being available. This flexibility, combined with the software's customization capabilities, allows us to rapidly develop and differentiate our products without requiring additional resources."

"Differentiation in the highly competitive embedded device market starts with the ability to deliver a rich and highly-intuitive user interface to the end user," stated Ken Maxwell, general manager of Swell Software. "PEG Pro is a natural evolution to offer embedded GUI developers the most sophisticated features and capabilities available in a completely customizable toolkit. We're excited about the opportunity to be part of the next wave of hi-touch interactive devices."

### **Deliver Compelling User Experiences**

Consumer electronics and other electronic devices are now being designed with advanced graphics capabilities and high-color LCD screens. PEG Pro expands the breadth and depth of the company's current PEG® family of GUI development solutions (C/PEG™, PEG+™, PRESS

and PEG WindowBuilder™) with a proven software solution that supports rich graphics rendering at high-color depth, including end-user devices such as navigation systems, cell phones, gaming systems and medical electronics.

The PEG Pro graphics library includes a broad set of basic control types such as buttons, text gadgets, animations, menu-list display, and bitmap display objects. All of these display widgets can be fully customized, both at compile time and at runtime.

PEG WindowBuilder development tool provides a powerful visual design tool for the PEG family of libraries, allowing developers to quickly visualize, create and use custom buttons, dialogs, or other graphical components. Developers using PEG WindowBuilder can import any number graphics files (BMP, PNG, GIF, or JPG) and custom fonts using drag-and-drop techniques and instantly apply those new graphics and fonts to the display controls.

The PEG Pro library is easily configured for a variety of display resolutions, orientations and color depths, supporting a wide range of color formats up to 32 bits per pixel (bpp). Key features include:

- Support for multiple alpha-blended graphics layers
- True anti-alias line and font drawing
- Per-pixel alpha-blending and transparency
- Run-time “theme” support and resource management
- Screen transition effects – slide-in, wipe, fade
- Complete multi-language support, including UNICODE
- Highly portable across OS & CPUs
- Small memory footprint for cost-sensitive applications

### **Availability & More Information**

PEG Pro is available immediately. For more information, visit [www.swellsoftware.com](http://www.swellsoftware.com), contact a sales representative at [sales@swellsoftware.com](mailto:sales@swellsoftware.com) or call +1 (810) 982-5955.

### **About Swell Software**

Swell Software was founded in 1997, with the mission to fill a void in the existing software tools industry by providing a graphical user interface (GUI) solution specifically for embedded systems. The PEG® family of products have been licensed by hundreds of companies worldwide and PEG technology is running in thousands of embedded systems across the communications, medical, industrial and consumer electronics markets. In 2006, Swell Software was acquired by Trinity Convergence and operates as a wholly-owned subsidiary.

### **About Trinity Convergence**

Trinity Convergence is a leading developer of embedded software solutions for the Automotive, Communications, Consumer Electronics, Industrial Controls and Medical device markets. The company provides highly integrated software solutions designed to help original equipment manufacturers (OEMs) and original design manufacturers (ODMs) accelerate their product development cycles. The company's embedded VoIP software and graphical user interface (GUI) development tools offer a competitive advantage to manufacturers by providing highly-integrated solutions and the flexibility to run across a variety of operating systems and microprocessors. Trinity Convergence is headquartered in Research Triangle Park, USA and maintains product development and engineering offices in Port Huron, USA; Pune, India; and Cambridge, UK. For more information, visit [www.trinityconvergence.com](http://www.trinityconvergence.com).

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**For more information, contact:**

John Cuthbertson  
Sales & Marketing Manager  
johnc@swellsoftware.com  
+1 (810) 982-5955