



Media Contact:

Hitoshi Kasai, MIACIS Associates  
Phone: 81-422-47-5319 / 8190- 6510-2363  
Email: kasai@miacis.com

IR Contact:

Tatsuo Yamamoto, President & C.E.O., DMP Inc.  
Phone: 81-422-60-3480  
Email: info@dmprof.com  
<http://www.dmprof.com/>

## ***Press Release***

### **DMP Unveils New “ULTRAY™2000” Visual Processor**

High-end Graphics Chip Enables Cutting Edge Realtime 3D Graphics

**Los Angeles, SIGGRAPH 2005 (Booth # 1005) - August 1, 2005** - DMP Inc., the world-class leader of 3-D graphics solutions, headquarters in Tokyo Japan today announced new “ULTRAY™2000” Visual Processor which enables the generation and rendering of the highest quality 3-D graphics in the industry. ULTRAY 2000 will be the world debut in DMP booth with advanced 3D graphics demonstrations at SIGGRAPH 2005 (Booth #: 1005).

ULTRAY 2000 visual processor brings a new visualization solution to a broad range of fields and applications including scientific and technological visualization, digital prototypes, on-air graphics, flight and driving simulators, amusement machines such as arcade games, and for the fashion and beauty industry. ULTRAY 2000 is available for shipping in the fall of 2005.

“The DMP team understands graphics technology and develops hardware along with authoring solutions that best fit the needs of content providers.” said Tatsuo Yamamoto, President and CEO of DMP. “Taking into the account the authoring side of the equation, it is impractical to introduce a completely brand new graphics architecture. DMP’s approach is to add new rendering functions such as BRDF lighting and gaseous object rendering on top of the de facto standard architecture to enable the next level of graphics computing.”

Adopting originally developed innovative technology named DMP Maestro Technology, ULTRAY 2000 models an algorithm that generates physical light reflection and shadow properties for various

materials and is mounted on the visual processor chip as hardware, which enables the chip to process extremely real-looking and high-resolution 3-D graphics at high speeds.

DMP develops sophisticated technology by modeling various CG algorithms that can then be installed as hardware as advanced graphics solutions for our customers. DMP Maestro technology provides the ability to create graphics with even higher resolutions by reducing the contents size and memory bandwidth size, and cutting down on energy consumption at the system level.

DMP has optimized DMP Maestro Technology for the embedded market and is currently developing the next-generation graphics IP core. DMP is a contributing member of Khronos Group that conducts industry standardization and testing of graphics APIs intended for embedded systems. In addition to developing products that are compliant with OpenGL ES, DMP participates in Khronos' working groups and actively takes part in activities for developing industry standards.

"Hardware acceleration always beats software in performance and speed. But the tradeoff is usually cost. DMP has changed that situation by embedding advance computer graphics algorithms into silicon," said Dr. Jon Peddie, President of the market research firm Jon Peddie Research in Tiburon Ca. "Realistic rendering with special effects was something that could only be obtained on high end game PCs and workstation. With the DMP ULTRAY technology that kind of performance can be brought to set top boxes, PDAs, and handheld game consoles."

#### ULTRAY2000 Main Features

- Able to simulate life-like expressions in combination with a wide array of hardware shading (Material Maestro Technology)
- Comes installed with shadow rendering hardware. Able to portray beautiful self shadows (Shadow Maestro Technology)
- Supports high quality rendering of fuzzy objects with a gas object renderer (Particle Maestro Technology)
- Supports Per-Vertex SSS\*\*
- Supports hair generator (processor generates hair) (Figure Maestro Technology)

\*BRDF: Bidirectional Reflectance Distribution Function

\*\*SSS: Sub-Surface Scattering

#### ULTRAY 2000 Main Specifications

- Technology: TSMC 0.13\_ CMOS
- Operating Frequency: 200MHz
- Memory: DDR I/F 400MHz
- Package: FCBGA

- Programmable geometry engine
- Texture unit: Multi-Texture, Bi/Tri-Linear, Mip/Rip Mapping, Bump Mapping, Cube Mapping
- Light reflection unit: Phong, Cook/Torrance, BRDF\*
- Vectors and boundary edge anti-aliasing
- Maximum resolution: 1280 x 1024

DMP demonstrates ULTRAY 2000 visual processor in booth number 1005 at SIGGRAPH 2005, the 32nd International Conference on Computer Graphics & Interactive Techniques, from July 31 to August 4 2005 at Los Angeles Convention Center, California. For more information about SIGGRAPH 2005, visit [www.siggraph.org/s2005/](http://www.siggraph.org/s2005/).

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### **About DMP**

Digital Media Professionals Inc.(DMP) is the world-class leader bringing 3-D graphics solutions to market from Japan since its founding in 2002, and is currently developing graphics IP core based on DMP's cutting edge 3-D graphics technology DMP Maestro Technology. (Headquarters at: 1-15-5 Naka-cho, Musashino-shi, Tokyo; Capital: 1.18 billion JPY; President & C.E.O.: Tatsuo Yamamoto; <http://www.dmprof.com/>)

The entry model PICA processor is attracting attention from leading manufacturers in Asia as a graphics IP core that can be used to meet the demands of the 21st-century digital consumer market—mobile phones, game devices, navigation systems, amusement machines such as arcade games, and embedded home appliances. We expect the digital consumer market to grow dramatically in the near future.

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