



IR Contact:  
Phone:+81-422-60-3480  
Email:info\_06@dmprof.com  
<http://www.dmprof.com/english/>

## ***Press Release***

# **DMP and Xilinx Collaborate on Xilinx Alliance Program**

**Tokyo, Japan November 1<sup>st</sup>, 2010** - Digital Media Professionals Inc. (DMP hereafter), a world-class leader in 2D/3D graphics solutions, headquartered in Tokyo Japan, today announced that DMP has become a member of the Xilinx, Inc. (Nasdaq: XLNX) Alliance Program.

Xilinx Alliance Program members make up a worldwide ecosystem of qualified companies that have a proven track record in delivering products and services built for Xilinx programmable logic technologies. DMP provide the competitive FPGA (Field-Programmable Gate Array) solutions in aspects of system cost benefits and lowering design risks with its IP products tightly cooperating with Xilinx's platforms.

Through the alliance program, DMP provides the "PICA<sup>®</sup>200 for FPGA" a full 3D graphics IP core compliant with OpenGL ES 1.1 under a common set of terms known as the SignOnce IP License. DMP also provides "SMAPH<sup>®</sup>-F" a full vector graphics IP core compliant with OpenVG 1.1 to Xilinx platforms.

###

### **About DMP**

Digital Media Professionals Inc. (DMP) is a world-class leader bringing 2D and 3D graphics solutions to market from Japan since its founding in 2002, and is currently developing graphics IP core based on DMP's cutting edge 3D graphics technology DMP Maestro Technology. (Headquarters at: 1-15-5 Naka-cho, Musashino-shi, Tokyo; Capital: 350 million JPY; President & C.E.O.: Tatsuo Yamamoto; <http://www.dmprof.com/english/> )

### **About Xilinx**

Xilinx is the worldwide leader in complete programmable logic solutions. For more information, visit <http://www.xilinx.com/>.

©2010 Digital Media Professionals Inc.

The company logo, DMP, PICA, and SMAPH are registered trademarks or trademarks of Digital Media Professionals Inc. in Japan. Rights to other registered trademarks or other trademarks belong to their respective owners.