

For immediate release

Embedded Alley Launches Personalized Support and Collaboration Portal for Growing Customer Base and Partners

“Embedded Alley Junction” integrates customized product delivery, technical support and expertise with knowledge base and community forum

San Jose, CA, March 11, 2009 -- Embedded Alley, a leading provider of embedded Linux® solutions, today announced the launch of “Embedded Alley Junction”, a customizable support portal for collaboration with customers and partners. The customer-centric Junction brings together the broad and deep expertise embodied in the Embedded Alley team and the varied outlook and experience of the company’s clients and technology partners, encompassing consumer electronics, telecommunications infrastructure, industrial control, and other industries.

The Junction offers device OEMs and embedded Linux ecosystem players a unique destination and “high touch” conduit for working with Embedded Alley. The Junction bridges between engineering teams at Embedded Alley, its customers and its partners, fostering collaboration and joint development throughout the product life cycle. Highlights include

- Product distribution, update and source code repositories, tailored to meet subscriber preferences and projects
- On-line documentation and development tips
- Customer support issue tracking (using Bugzilla)
- Frequently-asked questions (FAQ)
- Company, Customer and Partner collaboration Wiki
- Embedded Alley and industry news feeds
- Customer mailing list management and archives
- Customizable member profiles, subscriptions and user interface

Embedded Alley Junction streamlines development of Linux-based devices. “The Junction is the intersection of OEM requirements, open source capabilities, and Embedded Alley Expertise,” noted Dan Malek, Embedded Alley CTO. “It represents a collaborative dialog that starts with helping our customers with prototyping and goes all the way through post-deployment support.” Points between include hardware design choices that impact software development, board bring-up, kernel coding and debug, driver development, application development and integration, test and QA.

“As an integral part of our unique Development System, Embedded Alley Junction is not just another social networking portal. Rather, the Junction helps device manufacturers navigate the complexities of the product lifecycle,” commented Pete Popov, Embedded Alley CEO. “The Junction, like our consulting practices and other services, empowers developers with the wealth of open source, instead of limiting them by product, project, or version.”

Availability

The Embedded Alley Junction is included with the company’s Development System. Access is also provided as part of consulting engagements in Embedded Alley Application Modeling, Power Management and other Professional Services practices. Embedded Alley technology partners are also included in the Junction community to better support the wide range of chipsets, single-board computers and software products in the partner program. To learn more about the

Embedded Alley Junction, visit www.embeddedalley.com or arrange a visit to Embedded Alley headquarters during the Embedded Systems Conference (March 30-April 2) or the Embedded Linux Conference (April 6-8).

About Embedded Alley

Embedded Alley enables its customers to develop and deliver winning products by bridging the gap between open source and commercial software, providing Linux, middleware and expertise to OEMs building a broad range of mobile and embedded devices and communications infrastructure equipment.

Founded in 2004, Embedded Alley is headquartered in San Jose, California, with operations worldwide. To learn more, please visit <http://www.embeddedalley.com>.

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