



PRESS RELEASE
For Immediate Release

Contact: Bill Schuh
Ballard Technology
T 425.339.0281
bill.schuh@ballardtech.com

Ballard Technology Introduces Mil-Std-1553 PrPMC

EVERETT, WA – November 6, 2007 – Ballard Technology, Inc, a leading developer and manufacturer of avionics databus hardware and software interfaces, is pleased to announce the introduction of its latest MIL-STD-1553 PMC product: PMC 141. The new Ballard OmniBus PMC card offers a rugged, conduction cooled solution for MIL-STD-1553 applications. Ballard's PMC card is available in commercial or conduction cooled versions and offers users a monarch/non-monarch PrPMC with DMA and 1 or 2 dual redundant 1553 interfaces at an affordable cost.

"This is an exciting product for the avionics community. The user can decide on one or two dual redundant 1553 interfaces and then use the PowerPC function to handle responses, interact with other cards or just have the PrPMC as back-up. It's a powerful 1553 interface in its own right with an option of using a PrPMC for I/O and control," said Bill Schuh, VP of Sales and Marketing at Ballard Technology.

The OmniBus 1553 PMC can be used as a peripheral to a host processor system, or it can operate as a stand-alone device utilizing the PowerPC embedded processor. The MIL-STD-1553 channels are implemented as hardware modules external to the processor. This results in the user having full utilization of the processor while protocol operations are autonomously performed in hardware. The OmniBus architecture ensures all schedules will be maintained and all data will be received, on fully loaded 1553 databuses. Transmit schedules, message structures and sequential monitor records are all stored in shared memory accessible by both the processor and the protocol hardware. A DMA mode is provided for efficiently transferring data from the on-board sequential monitor to the host computer.

About Ballard Technology

Ballard Technology, Inc. has been a pioneer and leader of avionics solutions for over 20 years. The company's product portfolio includes a wide selection of military (MIL-STD-1553), commercial (ARINC, AFDX) and I/O interfaces, box and software solutions for simulation, test and embedded applications. Ballard is committed to total customer satisfaction, product ease-of-use and exceptional customer service. Founded in 1986, Ballard is headquartered in Everett, WA and is supported by an extensive worldwide network of manufacturer's representatives and distributors. For more information visit Ballard Technology's website at <http://www.ballardtech.com>.

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