

Media Release

June 15, 2004

For immediate release



Phyton, Inc. Microsystems and Development Tools
Media Contact: Isaak Grinberg
7206 Bay Parkway, 2nd floor
Brooklyn, NY 11204, USA
www.phyton.com, isg@phyton.com
Tel: 718-259-3191; Fax: 718-259-1539

Phyton launches a low cost 8051 emulator for educational institutions in India in association with its Indian Distributor.

New York, USA - June 15, 2004 - Phyton Inc, a leading manufacturer of cost effective In-circuit Emulators for various microcontrollers, is pleased to announce that it, in association with Electro Systems Associates (P) Ltd (ESA), has released a specially configured model of its popular PICE-52 in-circuit emulator for 8051 microcontrollers at an affordable price for educational institutions in India. This special model, ESA PHYTON PICE-52E (“Educational”) will inherit all standard and most advanced features of PICE-52 except for the code size limited to 32K.

In India, industries widely use 8051 microcontrollers in their products and so the engineering graduates are required to have very good development skills for the same. When ESA explained this situation to Phyton and requested an affordable but an advanced tool, Phyton gladly agreed to co-operate and the joint efforts resulted in the creation of ESA PHYTON PICE-52E model. Mr. Isaak Grinberg says: “India is emerging as a preferred destination for embedded systems design/development services and it is important for Phyton to have its development tools introduced there to students as well as to professional developers. ESA has a strong technical background and many years of experience in development tools market and, hence, Phyton believes the release of this special product will be a great success. Most of the engineering colleges in India are now setting up dedicated Embedded Systems labs and PICE-52E will be an ideal tool for leaning contemporary methods of the embedded system development.”

PHYTON, INC., Microsystems and Development Tools
7206 Bay Parkway, 2nd Floor, Brooklyn, NY 11204, USA
Tel # : 718-259-3191, Fax # : 718-259-1539

About Electro Systems Associates Pvt. Ltd

Electro Systems Associates Pvt. Ltd, popularly known as ESA, (www.esaindia.com) was incorporated in 1986 by a small group of entrepreneurs in Bangalore, India. ESA has been a leading supplier of Microcomputer Development Systems to educational institutes, research labs, and industries manufacturing microprocessor-based systems. ESA, in association with its group company, Embedded Systems Solutions Pvt. Ltd incorporated in 1996, soon became a one-stop source for Hardware and Software design and development tools for embedded real time systems. ESA offers tools required at all stages of an embedded system development like Evaluation/Prototype Boards, In-Circuit Emulators/Debuggers, Compilers/Simulator debuggers, Universal Device Programmers etc. ESA has sales offices in all major cities in India and provides timely and quality tech support to all its customers.

About Phyton Inc

Phyton, Inc. Microsystems and Development Tools (www.phyton.com) has over 15 years of experience in designing and supplying high-performance development tools for embedded microcontrollers used by embedded developers in the industrial control, communications, computer, and consumer electronic industries. The company's portfolio is represented by integrated development systems including in-circuit emulators, JTAG debuggers, compilers, software simulators and programmers for 8- and 16-bit embedded microcontrollers of semiconductor industry leaders.