

News Release

Date: October 4, 2016

Draupner Graphics appoints Emprog as a value added distributor in the Americas.

Silicon Valley, CA and Aarhus, Denmark– Oct 1, 2016 – Emprog, Inc. and Draupner A/S announced today a technology collaboration and a distribution agreement of Draupner flagship product TouchGFX in the Americas. This will ensure that the embedded market using TouchGFX in the US/Canada will have direct and local support.

TouchGFX is a software framework that enables high-end graphics on microcontrollers. It breaks existing restraints and sets you apart by letting you create high-end graphics that fully live up to today’s smartphone standards with a low cost per unit and a long battery life. By staying at the forefront of innovation and technological development, TouchGFX offers clients the best possible solution for their UI development projects.

“Having Emprog as our TouchGFX distributor will ensure the right way to expand our software framework in the Americas and make it the industrial standard for embedded display solutions. We believe that Emprog’s solid team and well-established reputation for technical competence will help clients in these locations bring innovative solutions to market using TouchGFX.” - Jørgen Mygind, Business Development Manager at Draupner Graphics.

Emprog is located in the heart of the Silicon Valley, California. The team has a cumulative experience of over 30 years in selling, marketing and supporting tools and complex software solution for the embedded market in the Americas. Emprog has the capability of providing direct support on most known development tools both open source as well as proprietary development environment.

“We’re happy to be selected as the US distribution & support channel for TouchGFX in the Americas” said Nadim Shehayed, Business Development Manager at Emprog. “TouchGFX has already gained popularity in Europe and now Emprog can and will provide the right professional structure to expand TouchGFX in the Americas both in terms of sales as well as support”.

For more info about TouchGFX : <http://touchgfx.com/>
For more info about Emprog : <http://www.emprog.com>

About Draupner Graphics

Draupner Graphics A/S is the owner of TouchGFX. The software framework offers your embedded product outstanding graphics and smooth animations with minimal resource and power consumption. We enable you to bring resource-effective and modern embedded display solutions to market. Meeting your users' increasing demands for innovative, state-of-the-art user interfaces. Today's users want touch products with a smartphone look and feel, but they will not pay smartphone-like prices. Our technology breaks existing restraints and sets you apart by letting you create high-end graphics that fully live up to today's smartphone standards with a low cost per unit and a long battery life. Collaboration with market-leading partners enables us to stay at the forefront of innovation and technological development, giving you the best possible solution for your UI product.

About Emprog

Emprog is a provider of enhanced integration of standard development tools for embedded programming. The company's flagship product ThunderBench has the best deployment of any Eclipse IDE platform. ThunderBench for ARM enables thousands of engineers to develop their products using high performance 32-bit Cortex/ARM devices in several industry areas such as medical, consumer electronics, automotive, wireless, LED, and telecom. A wide range of partners and middleware vendors are supporting ThunderBench via Eclipse plugin capabilities. For more information visit www.emprog.com

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