

Top Story: New Product Releases for First Half of 2009 – AMI Debug Rx and SafeTrends CDP Software

AMIDebug Rx – USB Debug Solution for BIOS and EFI Debug

Introduced in mid-2009, AMIDebug™ Rx is a low-cost handheld USB debug tool for BIOS and EFI debug that uses the debug port feature common to today's USB 2.0 EHCI controllers. This product is targeted to BIOS developers, power users, quality assurance labs and service technicians.



AMIDebug Rx is positioned as an economical and sensible replacement for the PCI "POST Checkpoint Card" which is becoming less useful in the PC market as newer systems omit the traditional PCI expansion slot.

This new product is perfect for today's embedded and netbook platforms, typically closed systems that offer little or no access to their internals. Diagnosing small form factor platforms with AMIDebug Rx is non-intrusive, allowing technicians to access checkpoints without opening the case.

SafeTrends Continuous Data Protection (CDP) Software

American Megatrends (AMI) announces a new release of its SafeTrends™ Continuous Data Protection (CDP) Software solution for Windows® environments, with a number of key features added to increase its data backup and protection features.

SafeTrends safeguards the contents of Windows® desktop PCs by monitoring, filtering and protecting data with local and remote backup to USB drives, network shares or Network Attached Storage (NAS) over a local or home network, and now features support for data backup and protection to cloud storage services. Cloud storage is essentially an online, highly scalable and reliable data store accessible over the web, which is excellent for offsite backup or archiving of data thanks to its affordability and convenience.



In addition to support for cloud storage services, notebook users can take advantage of the new "Power Save" mode that can modify SafeTrends protection tasks when a notebook computer is operating under battery power. The Power Save mode allows notebook users to monitor CPU utilization and battery life, set high, medium and low thresholds of battery charge, and take protective actions when CPU utilization exceeds preset thresholds or battery life is running down. Once AC power is restored, Power Save will automatically resume any data protection tasks that were pending.

Computex Taiwan Recap

As in years past, once again AMI joined this year's COMPUTEX TAIPEI event in Taipei, Taiwan, held from June 2 - 6, 2009 in the Nangang Exhibition Hall of the stately Taipei World Trade Center.

AMI introduced several new products and details on ground-breaking refinements to existing ones. AMI's booth featured demonstrations of Aptio and AMIBIOS8 firmware for performance notebook, ultra-mobile PC (UMPC), and low-cost netbook solutions. AMI also provided a display of its MegaRAC® SP Service Processor on third-party development boards from Aspeed, Nuvoton and Server Engines and a variety of ODM products from companies such as ASUS, IESC, MiTAC, Pegatron, GIGABYTE and MSI.

New products displayed from AMI during COMPUTEX TAIPEI included AMI Debug™ Rx, a unique USB Diagnostic tool for BIOS debugging, SafeTrends™, a Continuous Data Protection Software suite for Windows® environments, and AMIDiag™ for UEFI, a complete OEM diagnostics software package for computer manufacturing, testing and service.

AMI received a number of mentions in the local technology press and generated some buzz with the "pre-launch" showcase of its AMI Debug Rx product. The Chinese-language version of the noted technology and gadget site "Engadget" picked up on AMI Debug Rx and covered the product with a photo spread.

September 2009

AMI at Events near You



*Intel Developer Forum (IDF) San Francisco
San Francisco, California: September 22 -
24, 2009*

AMI will participate in the 2009 Intel Developer Forum (IDF) taking place September 22-24, 2009 at the Moscone West Convention Center in San Francisco, California. The Intel Developer Forum (IDF) provides an established forum for developers, designers, technology influencers, decision makers and business leaders who are developing and launching the next wave of technology-driven products and services to share ideas, collect peer feedback and garner increased exposure.

One of the highlights of AMI's participation in this year's IDF San Francisco will be a track presentation on Thursday (9/24) from Brian Richardson, Senior Technical Marketing Engineer at AMI, entitled "Best Technical Methods for UEFI Development" (IDF Session EFIS004) in Room 2002 of the Moscone Center West at 11:10pm.

Vice President of Research and Development for MegaRAC Remote Management Products, Sanjoy Maity, will also give a presentation on his team's development of the MegaRAC CMM (Chassis Management Module), and its role in managing SSI-compliant blade chassis systems. The title of this track presentation is "SSI-Interoperability Delivered: How Server System Infrastructure (SSI) Specifications Provides Interoperable Components" (IDF Session ETMS006), and will be held in Room 2006 of the Moscone Center West on Thursday (9/24) at 2:40 pm.



*Discuss & Discover (formerly known as
SYSTEMS)*

Munich, Germany: October 20 - 22, 2009

Discuss & Discover is a business-to-business event for the IT community. It addresses companies in the industrial and public sectors as well as representatives of the digital economy and decision-makers in the commercial, health-care, financial and service sectors. In contrast to conventional events, Discuss & Discover is broken down into strictly defined "theme worlds" that are centered around visitors' needs and interest. The theme worlds for the inaugural 2009 event include Mobility & Collaboration, Infrastructure & Security, and IT as a Service.

Notably for AMI, CEO and President S. Shankar will give a keynote presentation at this inaugural SYSTEMS event. In line with the themes outlined for the organizers for this year's event, Mr. Shankar's presentation will cover some of the major trends and growth areas in the PC industry from his perspective as a veteran of the industry with over thirty years of experience.

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