

# Press Release

Trondheim, Norway, 7/9-2010 - **Crosshairs Embedded AS (CHE)**, a Trondheim based software product Company, specialising in the Digital Signal Processing marketplace for seven years, has executed a global marketing and distribution agreement with today's largest marketplace player in their market – **Texas Instruments Incorporated** of the United States (TI).

“After fruitful on-going discussions with TI’s Management Team in Houston, Dallas and Munich, we are delighted to have achieved this major milestone,” said Oliver Skisland, CEO in Crosshairs Embedded. “This strategic agreement will pave the way for close working collaboration and will undoubtedly deliver tremendous long-term values to our international customers of today and tomorrow.”

CHE provides innovative products that are used by TI’s customers to accelerate their own application development. CHE products enable the end user to drill down and find potential issues fast and accurately. Other tools make it possible to distribute service interfaces to simplify tuning of an installation in a remote location. All tools work in real-time and can be operated remotely over the Internet.

“TI is fully committed to giving developers the tools and support they need to jumpstart design and focus on differentiation of more reliable, efficient and feature-laden products,” said Sangmin Chon, Worldwide Marketing Manager of TI. “Our collaboration with Crosshairs Embedded is important to that effort, as their proven Interface Designer has allowed us to give developers a single, easy-to-use GUI interface for evaluating system application kits and accessing our extensive C2000 MCU software libraries, technical documentation and other support materials with the controlsSUITE™ Desktop GUI.” Mr Chon continued.

More information: <http://www.crosshairembedded.com>

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