

MEDIA CONTACT:
John Sgro
Reach Technology Inc.
(510) 770-1417 x 102
jsgro@reachtech.com

FOR IMMEDIATE RELEASE

REACH Technology Introduces Major Software Upgrade for SLCD Controller Products

FREMONT CA – December 12, 2007 – REACH Technology Inc. (www.reachtech.com) today announced the release of Version 2.5 firmware with major feature upgrades for its SLCD display controllers. New features include graphic animation, downloadable fonts, 16 bit color, and in-system firmware upgrades. REACH provides continuous product enhancements to maintain its lead as the fastest, most flexible intelligent display product available on the market. This new upgrade makes it easier than ever to incorporate a color touch screen into embedded products

“As color touchscreen technology becomes more popular, REACH is committed to provide solutions to our customers that meet the everyday challenge of incorporating this technology” said John Sgro, director of Sales and Marketing. “With the release of Version 2.5, our customers have greater capabilities to design their applications, given the demanding constraints of cost and time of today’s markets. With 16 bit color and animation, customers can design and display vibrant pictures and dynamic graphics that are appealing to the eye”.

“OEMs choose REACH SLCD controllers in their embedded products because they’re a cost-efficient way to dramatically improve product appeal and performance,” said Jonathan More, president of REACH Technology, Inc. “These new features represent a significant leap forward in performance and capability”.

REACH Technology will be exhibiting at the Medical Design and Manufacturing Conference and Exhibition in Anaheim, California (booth#346) Jan 29 -31,2008 and will be demonstrating these new features on its controllers.

Pricing and Availability

The firmware upgrade is free for SLCD customers and is available immediately. Product Manuals describing the new features are available at www.Reachtech.com.

About REACH Technology

REACH Technology Inc., founded in 1988, is a design and manufacturing company specializing in unique controller boards for embedded systems. REACH specializes in LCD flat panel controllers. Headquarters are in Fremont, California with an R&D office in Lake Oswego, Oregon. For more information, go to www.Reachtech.com.

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NOTE TO EDITORS: High resolution photos available at <http://www.Reachtech.com/downloads>.