

FOR IMMEDIATE RELEASE

This is a good example of a standard structure for a press release. It leads with a description that explains what the fuss is about. The release then offers a series of key benefits often delivered via noted industry leaders, customers or company spokespeople. The end of a press release typically includes pricing and availability information, a standardized company description, and contact information. A press release with this content is typically posted on the Business Wire, High Tech Sector. Drafted, edited, and posted release. Qualis is a verification IP, consulting, and training firm.

QUALIS ANNOUNCES QUICKRAMPS

Rapid Verification of Broadband Networking Applications

LAKE OSWEGO, Oregon, September 17, 2001 — Qualis announces the integration of three services whose power is tightly directed at the rapid verification of a client's critical project. This integration of services is called a QuickRamp and is targeted to rapid verification of broadband networking applications.

A QuickRamp lasts three weeks and covers three critical aspects of product deployment:

- **Methodology training.** Qualis provides onsite advanced verification methodology instruction that is customized to the project team's knowledge needs and to the project's goals. The lectures are interspersed with joint methodology consulting tasks and with other hands-on work for the project under development. The team applies the lessons learned directly and immediately to their current project.
- **Testbench development.** During planning sessions facilitated by Qualis, the project team strategizes its verification approach and writes a Conformance Verification Plan. This document identifies the testbenches needed and prioritizes them according to project criticality. In addition, Qualis helps the team tackle initial testcases. This joint effort speeds project kick-off.
- **Infrastructure deployment.** Qualis collaborates with the project team on fusing the best of the existing verification infrastructure with a best-practice verification strategy. At the end of three weeks the infrastructure is in place with a directory structure, scripts, and a couple of testcases running that typically include bus functional models. Choosing the right infrastructure is critical to the project's success and schedule predictability.

"A QuickRamp client realizes a strong technical return," said Janick Bergeron, Qualis' Chief Technical Officer. "The engineers receive a wealth of verification methodology knowledge that's delivered in the context of their own project and environment. This knowledge can be leveraged on future projects."

"Qualis has proven themselves to be leaders in both verification methodology and training expertise," said Francine Ferguson, vice president of worldwide marketing for Verisity Design, Inc. (NASDAQ:VRST). "The QuickRamp that Qualis has developed to train Verisity customers on the use of Specman Elite and the e verification language is a phenomenal addition to their repertoire of Specman Elite training classes."

"With each DSP development project, Legerity's verification environments have increased in capability and complexity," said David Norris, a design manager at Legerity. "When we wanted to take verification to the next level, we had to make several tough decisions, which might have required years of experience and industry-wide exposure. By choosing Qualis' QuickRamps, we leveraged the expertise of their engineers to enhance our state-of-the-art verification environments and rapidly develop better testbenches. Qualis' QuickRamp engineers took an active interest in our project and quickly determined what was best for our verification needs." Legerity is a global supplier of integrated circuits for voice and data communications.

QuickRamps are available in North America and Europe today for Verilog, VHDL and Specman e projects. Pricing starts at \$US 60,000. To further speed product deployment, QuickRamps also be extended. Visit <http://www.qualis.com/method.quickramps.html/>.

About Qualis Design Corporation

Qualis Design is a verification IP and consulting firm focused on making high-technology clients more competitive by helping them accelerate, and stay ahead, in the design and evolution of advanced technology products. Qualis is a leader in the development of verification component products, tool-independent verification methodologies and best-practices methodology training for system-level, ASIC and FPGA designs. Working with clients in long-term partnerships, Qualis builds sustainable competitive advantage in product design by keeping them on the leading edge of methodology and tools. To learn more about Qualis, visit <http://www.qualis.com/>.

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