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For Immediate Release

## Selecting the Proper Microcontroller is as Easy as 1-2-3 with the Most Powerful and Comprehensive Search Tool Available

— *New search tool, code named Gopher™, available from Gruntware Inc™, reduces MCU selection time by up to 75% —*

**Boston, MA** (October 30<sup>th</sup>, 2008) Gruntware Inc. today announced production availability of its newest search tool, GOPHER, which significantly reduces the time and insures the best fit selection of a proper MCU for embedded applications. GOPHER is searchable across all major MCU manufacturers—providing engineers a powerful tool to accelerate design time and help speed time to market and revenue.

Proprietary features of GOPHER include “pin sharing elimination” where results are screened to eliminate parts that may meet functional requirements but do not have the physical number of pins to support necessary functions simultaneously and individually. And, with search results returned that include products from all major manufacturers, there is no longer any need to spend hours visiting a multitude of sources to compare parts that often have subtle, but important, differences that might compromise system performance.

Another key feature of GOPHER is its unlimited parametric search capability. Set only those few parameters that matter most or customize your search across all options and parameters; GOPHER makes searching easy and incredibly fast, usually in just a second or two. GOPHER also offers consistent parametric treatment and Top X Truncation, another proprietary feature that allows the user to specify only preferred suppliers as well as the capability to eliminate parts with unwanted features. In addition, GOPHER works with parameters that have been normalized and standardized, regardless of the MCU, considerably easing the burden on the design engineer. Search results can be truncated or prioritized based on a desired number of best fits or can be biased towards preferred vendors or distributors.

GOPHER is available NOW as a downloadable file or via CD from the manufacturer. Introductory pricing is \$299. Pricing includes automatic updates. More information is available at [www.gruntwareinc.com](http://www.gruntwareinc.com).



## **About GruntWare**

GruntWare Inc. is dedicated to help take the “gruntwork” out of the design process in order to enable designers to spend more time on the truly creative and innovative part of their profession. By developing search products that reduce MCU comparison and selection from man hours to minutes, GruntWare helps designers get their embedded designs to market more quickly and with higher performance because their search products eliminate parts which are "close" but not sufficient in one or more dimensions.

**For more information, please contact:**

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