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## **PLX Launches New Oxide Software That Slashes Time to Market, Allows Easy Device Customization**

Supports Entire Serial Bridge Family of PCI Express, USB, UART Devices

SUNNYVALE, Calif.--(BUSINESS WIRE)--PLX Technology, Inc. (NASDAQ:PLXT), a leading global supplier of high-performance, feature-rich, semiconductors and software solutions, today announced release of its Oxide 3.0 software development kit (SDK), an innovative software application that enables engineers to customize PLX® serial connectivity devices in minutes instead of hours or days. Oxide's intuitive graphical user interface (GUI) and step-through workflow provides simple point-and-click feature selections, as well as text-box entry for fast, error-free device and driver customization without resorting to complicated code editing.

Leading features of the Oxide SDK include the unique and convenient automatic-update Design Base, which alerts engineers to all new documentation and software revisions, thus assuring that designers always have the proper tools on their local workstation, including data books, application notes and device drivers.

The Oxide Branding and Installer Creation tools allow easy custom configuration of the PLX device drivers and the ability to create custom installers (e.g., setup.exe) via step-thru windows, thus avoiding complicated source code editing. This customization includes adding logos, graphics and text, which personalize the product to the designer's brand. Oxide's EEPROM programming utility and INF file editing tool allows the user to avoid editing at the low level, which is both time-consuming and error-prone. This simple text entry format covers the needs of the vast majority of users.

"As system complexity continues to increase -- driven by higher levels of integration and complexity on today's system-on-a-chip silicon -- the data communications side of the system also has become equally important," said Richard Wawrzyniak, senior market analyst for Semico Research. "The approach of aiding the solution designer with powerful software tools to allow rapid and comprehensive configuration of the silicon is essential if market windows are to be met to keep time-to-market within the necessary boundaries. The Oxide 3.0 SDK from PLX Technology provides the necessary tools to system designers that allow them to hit their market windows and time-to-market targets."

Oxide 3.0 has been developed to support the entire PLX serial bridge family of products including the new OXPCIe200 PCI Express-to-USB host controller bridge. Other PLX serial connectivity solutions supported by Oxide include interfaces with PCI Express, UART, PCI, Parallel Bus and Local Bus. These products are standards-compliant and high-performance solutions with certified device drivers for a wide range of operating systems.

Oxide can be downloaded today at no cost by visiting [www.plxtech.com/oxide](http://www.plxtech.com/oxide).

### **About PLX**

PLX Technology, Inc. ([www.plxtech.com](http://www.plxtech.com)), based in Sunnyvale, Calif., USA, is a leading global supplier of high-performance, feature-rich, system-interconnect semiconductors, SoC and software solutions for the communications, storage, server, compute, embedded-control, and consumer markets. The Company provides a competitive advantage through an integrated combination of experience, innovative silicon, powerful design tools, and synergetic global partnerships. These unmatched PLX solutions are based on established technologies including PCI Express, USB, SATA, Ethernet, and FireWire that enable our customers to develop equipment with industry-leading performance, scalability, security, and reliability, and bring their designs to market faster.

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### **Contacts**

CommonGround Communications (for PLX)  
Jerry Steach, 415-222-9996  
[jstech@plxtech.com](mailto:jstech@plxtech.com)

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