G E D A I C A

pl n 1.of or relating to the culture, artifacts, customs of Gedae

WE'VE BEEN BUSY!!

Revolutionizing parallel software! The Gedae team has been busy implementing the product road map you helped define: easy to use programming interface and the best software performance!

Meet !dea™ [i•de•a], Gedae's new text language. The !dea Language™ has a familiar feel of MATLAB, C and similar languages making it easy to learn. If you can program, you can program in !dea™. !dea™ delivers the same great Gedae performance you've always loved, now it's just a whole lot easier to get that performance.

Gedae super users don't worry, the block diagram language is still available. In fact, applications can be written utilizing both languages. Users can take advantage of the format best suited for the portion of the application they're writing. For example the expression of iteration, conditionals, and data processing is direct and simple in !dea™, while utilizing the the block diagram language for program structure makes sense. However, for the first time ever, *Gedae applications written in !dea™ can be completely text!*

A beta release of !dea™ will be available next month at the IET Radar show in the UK. The prerelease of !dea™ is only available to our valued customers for evaluation…call us to learn more. Stay tuned, there's a whole lot more to come!

NEW FEATURES

Now including:
- Full support for Intel multicore i7/ Xeon 32
- 64 bit Linux and Windows
- Idea Language 1.0 Beta available
- Gedae DE improvements for debugging and more!

GEDAE TO ATTEND THE IET RADAR CONFERENCE

Glasgow, UK; 23-25 October 2012
Come visit us at Booth 13 and check out the exciting advancements and meet new Director of Sales, Joey Sevin! Keep your eyes on upcoming newsletters to learn about other events Gedae is attending near you.

SPECIAL OFFER:

Gedae is pleased to offer a 20% discount on new or reactivated Gedae licenses to Gedae Niagara. Please call [(856) 231.4458] or email [sales@gedae.com] if you are interested in these special upgrade offers. We'd love to visit and tell you more about these exciting developments. Limited time offer expires 31-Dec-12.

GEDAE IS GROWING:

Bill Lundgren and Kerry Barnes c. 1987 - Gedae begins.

From our humble beginnings Gedae is pleased to announce the addition of two key executives helping to chart the course for the exciting growth of Gedae and "Revolutionizing Parallel Software". We are pleased to welcome Mr. Kin Seto as Director of Marketing and Mr. Joey Sevin as Director of Sales.

Kin Seto – Apple Chief Evangelist Emeritus; 30 years experience in marketing and technology, business/product development; Apple Computer, Palm, IDG, Xircom, Eclipse Aviation and EMS Aviation Honeywell

Joey Sevin – 25 year sales career selling commercial-off-the-shelf products. Eighteen of those years were with Mercury Computer Systems as sales management and business development with a major focus on embedded radar processing solutions. He was very influential to Mercury's SAR systems growth and successful deployment with major contractors such as Raytheon, Northrop Grumman and Lockheed.