

ARM and Falanx Join Futuremark's Handheld Benchmark Development Program

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Saratoga, CA March 7, 2005 - Futuremark Corporation, a leading provider of computer performance analysis software and services, today announced that ARM [(LSE: ARM); (Nasdaq: ARMHY)], and Falanx Microsystems, an innovative provider of mobile graphic solutions, are the newest members in Futuremark's Benchmark Development Program (BDP) for handheld devices. Other industry leading companies, including ATI Technologies, Bitboys, Imagination Technologies (PowerVR), Intel, Khronos Group, Neomagic, and NVIDIA, have already joined the program.

These new partners are logical additions to the Handheld BDP. ARM® processors power the majority of today's smart phones and handheld devices. Falanx designs and licenses hardware-accelerated 3D graphics technology enabling the emerging handheld gaming market. Together with the other BDP members, their membership contributes to the development of Futuremark's professional and objective performance measurement software for handheld devices.

By investing in becoming members of the program, ARM and Falanx gain significant benefits. As full members, they have access to Futuremark's benchmark development process and can influence the direction of Futuremark's roadmap. Members also have access to benchmark source code, which enables them to use the algorithms already in early stages of their own product development. Conversely, they are able to ensure that their products will perform well in real-life end-user applications.

Futuremark has created the Handheld BDP to further several critical needs of the handheld industry. These include the design and publishing of standardized and objective performance testing tools that are widely endorsed within the industry. Additionally, Futuremark's tools relieve handset manufacturers and operators from having to rely on theoretical performance data, or data derived by manufacturer-specific tests, allowing them to objectively evaluate and compare a variety of products and solutions. For more information of Futuremark's Benchmark Development Programs, visit www.futuremark.com/bdp/

"The development of credible benchmarks for the handheld market is key to enabling us to assess the performance of existing products, and to enhance ARM's offering for the future," said Ed Plowman, 3D graphics product manager for ARM. "The program also provides a common comparison framework for those purchasing the technology, from the silicon provider to end user."

"Falanx is committed to both innovation and standardization, and Futuremark's Handheld BDP will help us to achieve these objectives in our quest to bring high-quality 3D graphics and video to mobile platforms," said Borgar Ljosland, President and CEO of Falanx. "We look forward to teaming with Futuremark, ARM and other BDP members to move the entire industry forward in this exciting market."

"We warmly welcome ARM and Falanx to the benchmark development program for

handhelds and look forward to working with both companies in creating tools that the industry and consumers can depend on", said Tero Sarkkinen, Executive Vice President of Futuremark Corporation.

About Falanx Microsystems

Falanx Microsystems develops graphics accelerator IP cores, marketed to semiconductor system-on-chip (SoC) vendors, that deliver high quality multimedia images without compromising performance, power consumption and system cost. Unlike most graphics IP cores, Falanx's Mali Graphics Core-designed from the ground-up for mobile applications such as cell phones, PDAs and portable game platforms-is the only graphics IP core offering a complete integration of 2D, 3D and video, plus software and interoperability drivers, in an all-in-one solution. Falanx is headquartered in Trondheim, Norway, and is privately-held.

About Futuremark® Corporation

Futuremark® Corporation is the leading provider of computer performance analysis software and services. Futuremark® is known around the world for its benchmark products, including the 3DMark® Series and PCMark® (with more than 30 million copies distributed worldwide) and value-added services powered by a database of over 11 million real life benchmarking results. Futuremark® maintains offices in Saratoga, California and Helsinki, Finland. For more information, please visit <http://www.futuremark.com>.

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