

PragmaDev listed among the worldwide leading vendors of Standard Language Based modeling tools in 2008 VDC report.

Paris - France - November 12th, 2008 - In its latest market study on embedded software modeling tools, VDC Research Group has listed *PragmaDev* among the worldwide leading vendors. The report states "*SDL-based modeling tool vendor, PragmaDev, demonstrated a year of strong growth in 2007, more than tripling its revenue from 2006. VDC believes that the market will show a growing appetite for the company's solution as developers become increasingly comfortable with model-based design.*"

The report also states PragmaDev's Real Time Developer Studio modeling tool is used by 12,5% of those engineers surveyed who are using SDL-based modeling tools and that more than two-thirds of these engineers are using in-house tools. "*As maintaining in-house tools is very costly, it gives a strong potential growth for PragmaDev on the SDL market. At the same time SDL applicable domain is expanding from telecommunication to aerospace and automotive -two sectors where embedded software is critical- providing even more potential for our toolset.*" commented Emmanuel Gaudin, PragmaDev CEO.

About PragmaDev

PragmaDev is a fast growing privately held company based in Paris France that provides a set of model driven tools dedicated to the development of real time and embedded software: *Real Time Developer Studio*. *Real Time Developer Studio* technology was one of the winners of the 2001 edition of the national competition on innovative technologies organized by the French ministry of research.

Customers include Airbus, Alcatel, Thomson, the French Army, Nortel Networks, Korean Telecom, ESA, Toshiba, and LG Electronics.

About VDC Research Group

VDC Research Group is a technology market research and strategy consulting firm that advises clients in a number of industrial, embedded, component, retail automation, RFID, AIDC, datacom/telecom, and defense markets. Using rigorous primary research and analysis techniques, the firm helps its clients identify, plan for, and capitalize on current and emerging market opportunities. We strive to deliver exceptional value to our clients by leveraging the considerable technical, operational, educational and professional experience of our research and consulting staff. During our nearly four decades of ongoing operation, we have had the pleasure of serving most of the world's leading technology companies, many high-profile start-ups, and numerous blue-chip early and later stage investors. Our products and services consist of research reports, annual research programs, and custom research and consulting services. Founded in 1971, the firm is located in the Boston area. Please visit our Web site at www.vdcresearch.com to learn more.

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