



## NEW CEO TAKES THE HELM AT BLUEWATER SYSTEMS

*Press release, 10-April-07, Bluewater Systems Ltd, Christchurch, New Zealand: Christchurch based ARM solutions provider, Bluewater Systems, has appointed Sales Director Sarosh Dubash to the position of CEO.*

Dubash takes over from company founder Simon Glass who has been acting CEO for the last six months. Prior to taking up the position at Bluewater, he was business development and product manager for Navman OEM where he contributed to the phenomenal growth of that company from start-up. He has 20 years industry experience in a mixture of high tech design, project management and commercial assignments and has been with Bluewater Systems since October 2006.

Simon Glass remains at the company and will focus on Research and Development and technical sales support.

Mr Glass said, "I believe that Sarosh is the ideal person to take Bluewater forward to the next level and allow me to focus on bringing more innovative ARM applications to the New Zealand and Australian markets."

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### About Bluewater Systems ([www.bluewatersys.com](http://www.bluewatersys.com))

Bluewater Systems is an independently owned company formed in 1996 and an *ARM Technology Solution Centre*, specialising in on-board and FPGA electronic design. With offices in Christchurch, New Zealand and Melbourne, Australia, Bluewater Systems has provided services to a number of international customers, including ARM PLC, NEC, Intel, Microsoft, Nintendo and Tenon.

The Company's vision is to enable all businesses to realise the benefits of ARM technology through tools, consulting, support and system modules. Products and services offered by Bluewater Systems include:

- Extensive range of ARM development tools
- Snapper System Module and Single Board Computer which enables fast design and turn-around and low-volume manufacture of advanced electronics designs
- ARM Consulting services, from FPGA design to full product development
- DDS-XM100 series digital data storage for legacy telephone exchanges

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