



Ambarella and Macnica Enter a Long-Term Strategic Distribution Agreement to Accelerate Edge AI Infrastructure and Physical AI Adoption

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Partnership expands Ambarella's go-to-market reach through Macnica's distribution, technical enablement and ecosystem development capabilities across the Americas and EMEA, driving significant potential net new revenues for Ambarella

Macnica to support ISVs, OEMs, ODMs, systems integrators and customers building and deploying solutions on Ambarella's edge AI platform

SANTA CLARA, Calif., Sept. 03, 2026 (GLOBE NEWSWIRE) -- Ambarella, Inc. (NASDAQ: AMBA), an edge AI semiconductor company, today announced that it has entered into a long-term strategic distribution agreement with Macnica Americas, Inc. and Macnica ATD Europe S.A.S. (collectively, "Macnica") to expand the availability and adoption of Ambarella's edge AI infrastructure products and solutions across the Americas and EMEA.

Under the agreement, Ambarella has appointed Macnica as a non-exclusive authorized distributor for Ambarella edge AI infrastructure semiconductor devices and associated platforms, including Ambarella's CV-series and N-series SoCs, systems-on-module (SOMs), edge AI systems, evaluation and development platforms, reference designs, software development kits and related solutions.

The agreement represents an important expansion of Ambarella's indirect go-to-market strategy for edge AI infrastructure and Physical AI. The companies intend to combine Ambarella's highly efficient AI silicon and full-stack software platform with Macnica's semiconductor distribution capabilities, technical expertise, supply-chain infrastructure and customer relationships to help accelerate the development and deployment of edge AI solutions. This has the potential to drive significant potential net new revenues for Ambarella through indirect channels.

The relationship extends beyond traditional product distribution. Macnica will work with Ambarella to develop and support an ecosystem of independent software vendors (ISVs), OEMs, ODMs, systems integrators and other channel partners building solutions around Ambarella's edge AI platform. These activities are expected to include partner recruitment and onboarding, technical integration support, design-in assistance, joint go-to-market programs, demand-generation activities and customer deployment support.

"As edge and Physical AI workloads become increasingly sophisticated, customers need more than silicon alone—they need complete technology ecosystems that can support them from initial evaluation and design-in through deployment," said Fermi Wang, President and Chief Executive Officer of Ambarella. "Our strategic relationship with Macnica expands Ambarella's ability to serve these customers by combining our highly efficient edge AI platform with Macnica's distribution reach, technical capabilities and ecosystem expertise. Together, we intend to make it easier for customers and partners to bring innovative edge AI solutions to market."

Macnica will provide customers, channel partners and ISVs with pre-sales technical consultation, product evaluation support, design-in assistance, SDK integration support and post-sales technical support. The companies will also collaborate on industry events, marketing programs and other demand-generation activities designed to increase awareness and adoption of Ambarella's edge AI technology.

"Ambarella's edge AI platform aligns closely with Macnica's Capture → Process → Communicate strategy and our focus on enabling advanced intelligent systems," said Aki Miyoshi, Co-CEO, Macnica, Inc. "By combining Ambarella's AI processing technology with Macnica's engineering expertise, distribution infrastructure and ecosystem relationships, we intend to help customers and partners move efficiently from evaluation and development to commercial deployment across the Americas and EMEA."

The companies initially plan to focus their collaboration on applications including intelligent video analytics, smart infrastructure, autonomous robotics and mobility, industrial IoT, intelligent transportation, retail analytics, security and surveillance, and distributed edge computing.

The agreement begins with a structured commercial development and market-validation phase focused on establishing joint go-to-market capabilities, developing customer opportunities, enabling ecosystem partners and validating Ambarella-based solutions in the market. The companies expect to expand their collaboration as customer engagements, design activity and the supporting partner ecosystem scale.

Through the combined ecosystem, customers will be able to work with Ambarella and Macnica partners to assemble solutions spanning AI silicon, systems, software and integration services. This partner-led approach is intended to reduce integration complexity and shorten the path from evaluation and proof-of-concept to production deployment for enterprises adopting edge AI and Physical AI technologies.

About Ambarella

With an installed base of more than 50 million AI SoC units, Ambarella's products are utilized in a wide variety of physical edge AI applications spanning edge endpoint and edge infrastructure use cases including physical security, vehicle safety, telematics, autonomy, portable video, aerial drones and emerging robotic applications.

Building on this footprint, Ambarella offers a full-stack edge AI platform, from highly optimized silicon and programmable software to AI frameworks that coordinate perception, decision-making and control across devices. Ambarella's low-power systems-on-chip (SoCs) integrate proprietary and highly efficient perception and deep-learning neural-network AI accelerators, enabling electronic systems to achieve increasing levels of machine autonomy.

For more information, please visit www.ambarella.com.

About Macnica

Macnica, Inc. is a service/solution company that handles the latest technologies in a comprehensive manner, centered on semiconductors and cyber security. Developing business in 100 locations in 33 countries/regions around the world, leveraging the technological capabilities and global network cultivated over a history of more than 50 years, we discover, propose, and implement cutting-edge technologies such as AI, IoT, and autonomous driving.

Through Macnica Americas, Inc. and Macnica ATD Europe S.A.S., Macnica supports customers across the Americas and EMEA with technical support, design services and ecosystem capabilities spanning Capture → Process → Communicate architectures.

Learn more at www.macnica.com/americas and www.macnica.com/eu.

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