



## **For Immediate Release**

### **Mistral Introduces Windows® Embedded CE 6.0 Software Development Kit for use with Texas Instruments' DaVinci Technology**

*Windows® Embedded CE 6.0 drivers and Software Development Kit help designers accelerate digital video applications development*

**Bangalore, 16<sup>th</sup> August 2007** - Mistral Solutions, a leading product realization company specializing in real-time embedded solutions, today announced the availability of its Accelerator Program for Windows® Embedded CE 6.0 for use with Texas Instruments Incorporated's (TI) DaVinci™ technology.

Mistral's Accelerator Program for Windows Embedded CE 6.0 is a complete Software Development Kit (SDK) for TI's TMS320DM6446 Digital Video Evaluation Module (DVEVM) based on DaVinci technology. Mistral's BSP enables customers of DaVinci technology to prototype their software on the DVEVM board before implementing their products.

DaVinci technology and the Windows Embedded CE development environment are both optimal choices for applications such as set-top boxes, digital media adapters, voice-over-IP (VoIP) phones, navigation systems and portable media players. Mistral's latest offering empowers product developers to blend the high performance of DaVinci technology with the versatility of the Windows Embedded CE development environment in creating innovative products with shorter development cycles and faster time to market.

#### **Accelerator Program for Windows® Embedded CE 6.0 on DaVinci™ Technology**

Mistral's Accelerator Program includes drivers for all the DVEVM peripherals along with a Production-Quality OEM Adaptation Layer (PQOAL). It also supports TI components such as DSP/BIOS Link and the Codec Engine. The Codec Engine APIs have been wrapped into Microsoft® DirectShow® multimedia framework for seamless integration into Windows® Embedded CE applications. This integration allows customers to implement advanced features such as "Windows Network Projector" and "Network Media Device."

"Mistral's Accelerator Program for Windows Embedded CE 6.0 for DaVinci technology helps to further foster development of leading-edge digital media devices," said Brian Jeff, eXpressDSP™ Digital Media Software Marketing Manager, TI. "The package is the first WinCE 6.0 offering to support DSP/BIOS Link, the DaVinci Codec Engine and TI Digital Media Software, providing developers with the functionality to quickly take advantage of DaVinci technology to differentiate multimedia products."

This latest offering from Mistral is a part of its initiative as a member of the Microsoft Windows Embedded Partner Program. Microsoft Windows Embedded Partner Program is a strategic worldwide program focused on providing partners with increased business opportunity, market awareness and technology advantage.

“Developers are always looking for solutions that allow them to exploit the benefits of their new devices. Our Accelerator SDK will help product developers harness the power of DaVinci Technology and the Windows Embedded CE platform,” said Samyeer Metrani, VP – Product Development, Mistral Solutions. “Our SDK is a high-performance, highly configurable system that runs on TI’s DVEVM. Its implementation makes it easy for developers to port it to other DM644x platforms.”

As a member of the TI DSP Third Party Network, Mistral provides hardware and software design services for accelerated product development on TI’s DaVinci technology. Mistral offers solutions based on DaVinci technology that meet the needs of a wide range of applications including videophones, advanced navigation systems, IP set-top boxes, digital cameras, and home media centres. Mistral’s services include supporting Windows® CE, plug-in modules for EVMs and professional hardware and software development services based on DaVinci technology.

For more information visit: <http://www.mistralsolutions.com/DaVinci>

#### **About the Texas Instruments DSP Third Party Network**

Mistral is a member of the TI DSP Third Party Network, a worldwide organization of independent companies that offer products and services supporting TI DSPs. TI third parties provide expertise across a variety of applications, including audio, control, telecommunications, video and imaging and wireless communications. Third party products and services include a broad range of application software, development hardware and software, and consulting services that support original equipment manufacturers’ efforts to bring differentiated products to the market quickly. For more information about the TI DSP Third Party Network, please visit <http://www.ti.com/3p>.

#### **About Microsoft Windows Embedded Partner Program**

The Microsoft Windows Embedded Partner Program (WEP) consists of over 1,200 Partners in 55 countries worldwide. The Program is focused on providing partnering and co-marketing opportunities to companies delivering products, services or solutions based on Microsoft Windows Embedded Platforms.

The program provides numerous benefits devoted to establishing brand awareness, demand generation and strong industry support for its partners. WEP is dedicated to presenting new and exciting opportunities in the embedded space, building strong markets for partner products, services and solutions while helping bring those solutions to market more quickly and with greater market exposure.

**About Mistral**

Mistral is an ISO 9001:2000 certified and CMMi Level 3 appraised premier product realization company providing end-to-end services for product design and development in the embedded space. Mistral offers expert design and development services covering hardware and software, customizable product designs and IP's, System Integration and COTS Solutions that improve quality and accelerate time-to-market for a broad range of embedded systems. Mistral has forged successful partnerships with leading providers of embedded solutions, which has enabled us to provide our clients with the finest technology solutions based on the world's best platforms.

**Contact Details**

Akhila D S

Marketing Manager

Ph: +91.80.2535 6400

E-mail: [akhila@mistralsoftware.com](mailto:akhila@mistralsoftware.com)