For Immediate Release

Mistral Announces Customized Software and Hardware Solutions for Texas Instruments' OMAP35x^{TM} High-Performing Applications Processor

Dallas TX, February 27th 2008 – Furthering its role as a catalyst between product developers and technology companies, Mistral, a leading product realization company specializing in real-time embedded solutions, today announced that it is now geared up to provide customized hardware and software solutions for the high-performance OMAP35x^{TM} platform from Texas Instruments (TI).

TI's OMAP3503 device is the industry's first broadly available superscalar applications processor to integrate the ARM® Cortex™-A8 core delivering a 4x performance gain over ARM9-based processors. The OMAP3503 combines multimedia-rich peripherals with high-performance productivity at handheld power levels.

Development platform for OMAP3503 processor

Mistral worked closely with TI on the OMAP3503 evaluation module (EVM), a low cost and easy-to-use development platform that is available through TI. The OMAP3503 EVM is an ideal software development and device prototyping platform for users to get started on their multimedia-based applications and devices. The OMAP3503 EVM will power the design of next-generation applications that will integrate advanced user interfaces and web browsing capabilities ideal for embedded gaming devices, portable video and music players, personal medical monitoring equipment and portable navigation systems.

The EVM is designed with a modular and extendable architecture and will also support future OMAP35x processors. Due to its scalability, the EVM offers a smooth migration path for our existing users of the OMAP2530 EVM by simply changing the processor module on the OMAP2530 EVM. This allows users to easily harness the performance and power benefits of the OMAP3503 processor at minimal cost.

"Mistral's comprehensive and custom hardware and software support has been vital to the successful development of TI's OMAP3503 EVM," said Gerard Andrews, OMAP marketing manager, TI. "Mistral's technical expertise and TI's flexible EVM help designers quickly take advantage of the performance and power levels of the OMAP processors to differentiate their smart connected devices."

Custom solutions on OMAP35x platform

Mistral's customized offerings on the OMAP3503 platform include hardware board design, reference designs, driver development, board support packages, codecs and system integration. These solutions will facilitate developers in leveraging the outstanding benefits of the OMAP3503 processor, which include faster user interfaces, faster data access, multi-standard (MPEG-4, H.264, Windows Media Video, RealVideo, etc.) encode and decode at DVD resolutions among others.

"Product developers are looking forward to realizing the exceptional benefits of the OMAP3503 applications processor, enabling laptop-like productivity and advanced entertainment to their applications. With our extensive experience on the OMAP platform, Mistral can help developers jump start their OMAP35x-based product development, while saving enormously on development time and costs," said Samyeer Metrani, VP-Services (USA), Mistral Solutions.

Mistral's latest offerings on the OMAP35x platform will be showcased at the TI Developer Conference (TIDC) held in Dallas, Texas from February 26-28, 2008, and also at Embedded Systems Conference, Silicon Valley, California from April 15-17, 2008. For demos and discussions, please contact Srinivas Panapakam at srini@mistralsolutions.com or call +1-925-577-0796.

For more information visit: http://www.mistralsolutions.com/OMAP3503

About the Texas Instruments Developer Network

Mistral is a member of the TI Developer Network, a community of respected, well-established companies offering products and services based on TI analog and digital technology. The Network provides a broad range of end-equipment solutions, embedded software, engineering services and development tools that help customers accelerate innovation to make the world smarter, healthier, safer, greener and more fun.

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.

Trademarks

OMAP35x is a trademark of Texas Instruments. All other trademarks and registered trademarks are the property of their respective owners.

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