



For Immediate Release

Mistral Announces Its First Solution on the ARM Cortex-A8 Processor

To expedite development of power-optimized devices built on the Cortex-A8 high-performance, power-efficient processor

Bangalore, 15 May 2008 – Committed to its role in facilitating developers to build products that harness the latest technologies, Mistral, a leading product realization company specializing in real-time embedded solutions, announced the availability of the ARM® Cortex™-A8 processor-based development platform, the OMAP35x evaluation module (EVM).

Mistral's low cost and easy to use development platform is based on Texas Instruments' offering of new OMAP™ devices which integrate an ARM Cortex-A8 processor. The OMAP35x EVM is an ideal software development and device prototyping platform for users to start immediately on their multimedia-based application device development.

Features of ARM Cortex-A8 microprocessor

The superscalar Cortex-A8 processor is the first ARM processor to incorporate all the new technologies available in the ARMv7 architecture. These include the ARM Thumb®-2 technology for enhanced code density and performance, TrustZone® technology for securing sensitive data and DRM, and NEON™ technology for multimedia and signal processing.

By coupling TI's DSP technology with the superscalar 600MHz Cortex-A8 processor, the OMAP35x applications processors will enable a wide range of applications, including portable navigation devices, Internet appliances and portable patient monitoring devices that require robust digital signal processing and control capabilities. For more information see

<http://www.ti.com/omap35xpr>

Powered by the high performance ARM Cortex-A8 processor, Mistral's OMAP35x EVM will enable full-internet experience for on-the-go devices, helping users to gain faster access to databases, spreadsheets, presentations, e-mail, audio and video attachments, web browsing and videoconferencing applications.

Mistral and ARM Partnership

Mistral, a member of the [ARM Connected Community](#), has worked extensively on ARM technology, having executed designs based on ARM industry-leading technology including the ARM7™, the ARM9™ and the ARM11™ processor families and now the superscalar Cortex-A8 microprocessor. Some of the ARM processor-based product designs implemented by Mistral include those for navigation, hand held devices, smart phones, connected mobile devices, IP cameras and surveillance gadgets among others.

"This is one of the first development boards available for the ARM Cortex-A8 processor. It will be instrumental in enabling designers building next generation power optimized portable devices. It will be a major boost for demanding consumer applications, which will stand to gain from the enhanced audio, video, networking and graphics processing capability while utilizing low battery power" said Samyeer Metrani, VP-Services (USA), Mistral Solutions. The Development Platform will support Linux and Windows Embedded OS".

"The EVM offered by Mistral and TI's decision to make Cortex-A8 processor-based ICs available to the broad market with the OMAP35x devices, are exciting moves that are opening many new areas of opportunity for ARM," said Eric Schorn, VP Marketing, Processor Division, ARM. "The [ARM Cortex-A8 processor](#) and supporting technologies bring unprecedented levels of performance and energy efficiency to new markets such as home entertainment, portable media, navigation and other markets resulting in innovative new devices with media-rich applications coming to the consumer."

Apart from the Development Platform, Mistral's customized services for ARM architecture include device driver development, board support packages, firmware development, product designs and embedded application porting, integration and development.

For more information and pricing details visit: <http://www.mistralsolutions.com/OMAP35x>

About the ARM Connected Community

The ARM Connected Community is a global network of 400+ companies aligned to provide a complete solution, from design to manufacture and end use, for products based on the ARM

architecture. ARM offers a variety of resources to Community members, including promotional programs and peer-networking opportunities that enable a variety of ARM Partners to come together to provide end-to-end customer solutions. More information can be found www.arm.com/community.

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.

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.

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