

Mistral shrinks Product Deployment time with High-performance AM437x Product on Module (PoM)

Ready to use, Low cost, module ideal for deploying Industrial, Home Automation and Biometric solutions

Bangalore, Wednesday, September 17, 2014: Mistral Solutions, a leading technology design and product realization company today launched its much awaited, comprehensive, **AM437x Product on Module (AM437x PoM)** providing a perfect solution for rapid product deployment while leveraging the benefits of a powerful 1 GHz ARM Cortex A9 Processor with Real-Time PRU cores. Priced at just **US\$ 249**, the feature-rich AM437x PoM provides developers an ideal solution for quick product deployment of home, industrial, biometric or any other applications.

The AM437x PoM from Mistral is a small form factor, high performance; easy-to-use Product on Module built around the powerful 1GHz Sitara AM437x processor from Texas Instruments with:



- Multi core PRU-ICSS (**P**rogrammable **R**eal-Time **U**nit Subsystem and **I**ndustrial **C**ommunication **S**ub-System
- QSPI-NOR and up to 256KB on-chip memory
- PowerVR SGX 3D acceleration core
- Dual camera
- Interfaces for LCD, Camera, Ethernet, CAN, I2C, SPI, ADC, PWM, McASP etc.

The **PRU-ICSS** consists of dual 32-bit RISC PRUs, data and instruction memories, internal peripheral modules and an interrupt controller (INTC). The

PRU can be loaded with user defined program/application with access to pins, events and all SoC resources. This provides developers flexibility in implementing fast real-time responses, specialized data handling operations, custom peripheral interfaces and in offloading tasks from the other processor cores of the SoC.

The Mistral AM437x PoM provides a quick deployable solution to developers aiming to build application devices for home automation, industrial HMI and PLC, barcode scanners, Portable Data Terminals, medical and assistive technologies. The PoM comes integrated with U-Boot, Linux SDK (3.12), Android

Kitkat (4.4.4) and demo applications. Product developers just need to integrate their application, finalize the industrial design and get their product to market faster using the ready-to-deploy AM437x PoM. The AM437x PoM can be also customized and optimized for customers intending to take it to volume production.

“Mistral is a platinum member of TI’s Design Network and has designed over 150 products. We also build development platform that enable products developers to prototype and develop unique applications. The AM437x PoM is a step ahead of current generation SoMs as it helps product developers get their product to market faster.” said Anees Ahmed, President and CEO of Mistral.

The AM437x PoM can be ordered online at www.mistralsolutions.com/webstore. Application specific add-on boards with additional interfaces for various sensors and display will also be available soon.

For volume pricing and customization, please contact AM437x@mistralsolutions.com or visit www.mistralsolutions.com/pom for more information.

About Mistral Solutions

Mistral is a technology design and systems engineering company providing end-to-end solutions for product design and application deployment. Mistral is focused in two business domains: Product Engineering Services and Defense Solutions. Mistral provides total solutions for a given requirement, which may include hardware board design, embedded software development, FPGA design, systems integration and customized turnkey solutions. Mistral's strategic partnerships with leading technology companies help provide customers with a comprehensive package of end-to-end solutions. To know more, visit <http://www.mistralsolutions.com>.

About Texas Instruments

Texas Instruments Incorporated (TI) is a global semiconductor design and manufacturing company that develops analog ICs and embedded processors. By employing the world's brightest minds, TI creates innovations that shape the future of technology. TI is helping more than 100,000 customers transform the future, today. Learn more at www.ti.com. TI Developer Network is 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.