



FOR IMMEDIATE RELEASE

Media Contacts:

Cameron Hill Z3 Technology 402-323-0702 cameronhill@z3technology.com

Z3 Technology's new Z3-DM8168-MOD and Z3-DM8148-MOD OEM-Ready Modules, based on TI's DaVinci™ digital media processor platform, speed time to market and provide 3X greater HD video processing performance

Lincoln, NE (March 1, 2011) — Providing the latest in integrated multimedia module solutions and products, Z3 Technology is proud to introduce its high-performance Z3-DM8168-MOD and Z3-DM8148-MOD original equipment manufacturer (OEM)-ready modules based on Texas Instruments' (TI) [DM8168](#) and [DM8148](#) DaVinci™ digital media processor generations.

Measuring only 88mm x 108mm, the Z3-DM8168-MOD is a compact OEM-ready module, supporting H.264 codec at up to two channels of 1080p60 fps (frames per second) encode or decode (stream or storage). This module offers cutting-edge display and analytics capabilities. The Z3-DM8168-MOD is designed for applications such as real time transcoding, broadcast video encoding and decoding, digital signage and video kiosks, medical imaging, industrial video, video conference terminal and high definition embedded video sub-systems.

Also measuring 88mm x 108mm, the Z3-DM8148-MOD is a compact OEM-ready module supporting H.264 codec offering a single channel 1080p60 fps (frames per second) encode or decode (stream or storage). It also includes display and analytics capabilities, similar to the Z3-DM8168-MOD, and is suited for power-sensitive applications requiring a single video stream. These applications include broadcast video encoding and decoding, video surveillance and security, industrial digital video recorders (DVR), medical imaging and industrial video.

The Z3-DM8168-MOD and Z3-DM8148-MOD allow the system designer to focus on the end application with confidence that they will handle all audio and video operations required with little or no additional engineering effort. Whether the end application requires encode or decode media from storage or stream, the readily available, OEM-ready Z3-DM8168-MOD and Z3-DM8148-MOD will simplify the overall system design, reducing time to market and costs.

The Z3-DM8168-MOD and Z3-DM8148-MOD feature a unique expansion interface comprised of five high-density connectors, providing access to the majority of interface signals available from the DM8168 and DM8148 DaVinci digital media processors. The Z3-DM8168-MOD and Z3-DM8148-MOD are pin-for-pin compatible with other Z3 modules – the Z3-AM38XX-MOD, based on the Sitara™ ARM® MPU and the Z3-C6A81XX-MOD, based on the C6-Integra™ DSP + ARM processor. Pin compatibility allows customers to develop an entire product-line based upon the same interface and provides build-to-order functionality and product differentiation while reducing time-to-market.

“Z3 Technology is extending its industry-leading, system-on-module and embedded software product lines with support for TI’s DM8168 and DM8148 1080p60 DaVinci™ digital media processors. The Z3-DM8168-MOD and Z3-DM8148-MOD modules together with associated application software enables ODMs and OEMs to quickly integrate the latest DaVinci™ technology, thereby significantly reducing development expenses and product time to market.” says Aaron Caldwell, CEO, Z3 Technology.

“The new embedded multimedia modules from Z3 make development on our newest, industry-leading DaVinci™ digital media processors even easier,” said Kim Devlin-Allen, Director of Marketing for DaVinci™ digital media processors, TI. “Providing the entire evaluation package – reference designs, software and tools – to enable quick development and fast time to market is one of TI’s core philosophies. We’re fortunate to work with a strong third party like Z3 that offers solutions that take this ease-of-design to the next level with modules for broadcast video, video security, industrial and medical video, video conferencing and more.”

About Z3 Technology

Z3 Technology is a leading provider of OEM ready multimedia systems for a variety of video-centric end applications. Our mission is to provide our customers a production proven multimedia system and superior technical services to substantially reduce customer cost and time-to-market.

Z3 Technology
4701 Innovation Drive
Lincoln, NE 68521 USA
+1.402.323.0702
www.z3technology.com

About the Texas Instruments Developer Network

Z3 Technology 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. www.ti.com/dspdevnetwork .

DaVinci is a trademark of Texas Instruments. All product or service names mentioned herein are the trademarks of their respective owners

###