

## **FOR IMMEDIATE RELEASE**

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### **Z3's new production-ready H.264 HD module based on TI's new TMS320DM365 processor provides a compact, low power solution for digital video applications**

**Lincoln, NE USA (March 3, 2009)** – Providing the latest in low power multimedia technology solutions and products, Z3 Technology today announced the immediate availability of Z3-DM365-MOD, a compact, production-quality module which supports H.264 codec up to 720p 30fps encode or decode in applications such as Low Bandwidth Video Security, Embedded Solid-State DVR, Industrial Video Applications and Video Streaming Applications. Based on the new TMS320DM365 digital media processor from Texas Instruments Incorporated (TI), Z3's Z3-DM365-MOD provides customers with immediate access to multi-format HD video, integrated system peripherals and production-qualified codecs so customers can design low cost, video-driven portable and plugged products in a much smaller form factor. With Z3 multimedia modules, customer's time to market is significantly shortened from 12-18 months to only a few months. For more information, visit [www.z3technology.com](http://www.z3technology.com).

Based on the newly announced DM365 device that offers pixel-perfect images and multi-format HD video up to 1080p, the Z3-DM365-MOD features its unique multimedia-on-module approach and interface allowing customers to quickly integrate the Z3-DM365-MOD into their system to achieve production-quality HD H.264 support. In addition, Z3's SODIMM edge connector interface provides a flexible yet cost effective interface to the DM365 device's peripherals and video processing subsystem. Since the DM365 is based on DaVinci™ technology, customers not only benefit from the multimedia flexibility but also proven technology, software, tools and support.

“Z3-DM365-MOD module system provides customers an immediate production quality system. Next generation products require low-power, HD H.264 as well as an easy to use development environment. Z3's Z3-DM365-MOD supports all of these requirements as well as reducing time-to-market to only a few months,” says Aaron Caldwell, CEO Z3 Technology.

Z3-DM365-MOD is immediately available in a compact 60mm x 67mm form factor and provides access to all peripherals via the edge connector. Additional connector interfaces native to the Z3-DM365-MOD include a HD component video output, composite video in/out with analog stereo audio in/out, USB and microSD.

For increased design flexibility, the Z3- MOD can be combined with Z3's Z3-APP application board, which provides extra interfaces such as HD component video input and output, composite video input/output, analog audio in/output, headphones, USB stick, serial and power.

“With Z3's compact, multimedia module, customers can easily harness the enhanced video flexibility and ARM performance of TI's new DM365 processor in their designs,” said Stephanie Evans, DM3x marketing manager, TI. “This capability will allow our customers to use one

device that offers the right video format for their end product. Customers will be able to easily and efficiently design products that are smarter, feature rich and truly differentiated.”

The Z3-DM365-MOD module based on the DM365 processor is available from Z3 Technology and more information can be found at: [www.z3technology.com](http://www.z3technology.com). For more information about TI's DM365 processors, please visit [www.ti.com/dm365](http://www.ti.com/dm365).

### **About Z3 Technology**

Z3 Technology focuses on production quality TI DM3XX multimedia system on modules and technology transfer licensing. Z3 can be contacted world-wide through our partner network or at our corporate office as follows:

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### **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](http://www.ti.com/dspdevnetwork)

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