

## **FOR IMMEDIATE RELEASE**

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### **Z3 Technology Signs Distribution Agreement with Arrow Electronics for distribution of TI-based modules for the Americas**

**Lincoln, NE (February 3, 2011)** – Z3 Technology is pleased to announce a new franchise distribution agreement with Arrow Electronics, Inc., a global provider of technology services and solutions. Arrow will distribute Z3's multimedia modules in North and South America. Z3 provides multiformat video modules for a wide range of products including, but not limited to, video security and surveillance, digital signage, video kiosks, gaming, broadcast, satellite uplink, remote monitoring and industrial multimedia applications. Based on the TMS320 DaVinci™ digital media processor, Sitara™ ARM® microprocessor and Integra™ DSP + ARM processor platforms from Texas Instruments Incorporated (TI), Z3's modules provide customers with immediate access to multiformat HD video, integrated system peripherals and production-quality codecs so customers can provide low-cost, video-driven products in a much smaller form-factor. With Z3's multimedia systems, customers can release their product immediately to market.

"We are very excited to enter into a distribution agreement with Arrow Electronics, Inc. Its well-established leadership in the Americas distribution market made Arrow a logical distributor of choice for Z3 Technology," said Aaron Caldwell, CEO, Z3 Technology. "Together with TI and Arrow, Z3 modules can minimize our customers' time-to-market, facilitate overall reduction of engineering design time and expense, as well as reduce overall technical risk. Arrow's successful track record of providing solutions to end users will create new opportunities for Z3 and improve our customers' bottom line."

"Z3 Technology is a terrific TI partner; streamlining our multimedia customers' time-to-market with OEM-ready products and using TI's ARM MPU and DSP technology," said Scott Emley, director of marketing for ARM, MPU, DSP, and Multicore Processors, TI. "This new distribution agreement with Arrow Electronics, a valued TI-distributor, will help increase the reach of Z3's TI-enabled solutions to our mutual customers."

"Z3 Technology is a complementary addition to Arrow's portfolio of system-level solutions," said David West, vice president of supplier marketing and asset for Arrow Electronics. "Z3 technology offers unique modular system solutions for our video-centric customers and helps speed the development cycle while adding value and saving resources."

More information can be found at: [www.z3technology.com](http://www.z3technology.com). For more information about TI's DaVinci™ digital media processors, please visit [www.ti.com/davinci](http://www.ti.com/davinci), Integra™ DSP + ARM processors, visit [www.ti.com/integra](http://www.ti.com/integra) and Sitara™ ARM® MPUs, visit [www.ti.com/sitara](http://www.ti.com/sitara).

### **About Z3 Technology**

Z3 Technology focuses on OEM ready TI-based 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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