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Avnet Electronics to Distribute Z3 Technology Products in the Americas

Lincoln, NE (April 9, 2010) – Z3 Technology today announced the immediate availability of Z3-3xx and Z3-MVx product line through Avnet Electronics Marketing Americas. Z3 provides multi-format video encoder and decoder modules and systems for a wide range of products including, but not limited to, security and surveillance, digital signage, video kiosks, low-cost broadcast encoders, satellite uplink, remote monitoring and industrial applications. Based on the TMS320DM3x DaVinci™ video processor platform from Texas Instruments Incorporated (TI), Z3's platforms provide customers with immediate access to multi-format 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. For more information, visit www.z3technology.com.

“Z3 Technology is very excited about the opportunity to work with Avnet and its sales team in the Americas,” said Aaron Caldwell, CEO, Z3 Technology. “Together with TI, Avnet and Z3 can enable customers with our Z3 modules to facilitate overall reduction of engineering design time and expense, as well as reduce overall technical risk in the ever-changing and growing sophistication of multimedia technologies and chipsets. Z3's multimedia modules and Avnet's world renowned FAE's will significantly reduce time-to-market, and most importantly, improve our customer's bottom line.”

“The collaboration between Z3 and Avnet will allow for Z3's multimedia modules to get in the hands of more customers easier and quicken development time,” says Sonia Ghelani, DM3x product line marketing manager, TI. “These two new multi-format HD video platforms with integrated system peripherals provide customers with cost-effective video-driven solutions for a wide variety of applications.”

“Our customers' increasing demands for multimedia and video-centric applications have found the perfect solution in Z3 Technology's board-level products,” said Alex Iuorio, senior vice president of supplier business development for Avnet Electronics Marketing Americas. “Adding Z3 Technology to our line card offers our customers even greater design solutions, reducing development cycles and accelerating time to market.”

The Z3 systems are based on the Z3-DM3xx-MOD module platforms available from Z3 Technology. More information can be found at: www.z3technology.com. For more information about TI's DM3x processors, please visit www.ti.com/davinci. To purchase Z3 products, visit the Avnet Electronics Marketing Web site at <http://www.em.avnet.com>

About Z3 Technology

Z3 Technology focuses on OEM-ready TI DM3x multimedia system-on-modules and multi-media products. 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

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