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Z3's latest OEM ready 1080p H.264 HD module based on TI provides a OEM ready video sub-system

Lincoln, NE (April 15, 2010) – Providing the latest in low power multimedia technology solutions and products, Z3 Technology today announced the immediate availability of the Z3-DM368-MOD-01, a 44 mm x 67 mm compact, original equipment manufacturer (OEM) ready module which supports H.264 codecs up to 1080p at 30 fps (frames per second) encode and stream or store-in applications such as low-latency encoding. The Z3-DM368-MOD-01 also supports 1080p decode for video kiosk, embedded solid-state DVR (digital video recorder), network video recorder, network video monitor, industrial applications and high definition (HD) embedded video sub-systems. Based on the TMS320DM368 DaVinci™ video processor from Texas Instruments Incorporated (TI), Z3's Z3-DM368-MOD-01 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's multimedia modules, customers' time-to-market is significantly shortened to only a few months (previously 12 to 18 months). For more information, visit www.z3technology.com.

Based on the DM368 processor, which offers pixel-perfect images and multi-format HD video up to 1080p at 30 fps, the Z3-DM368-MOD-01 features a unique multimedia-on-module approach and interface allowing customers to quickly integrate the Z3-DM368-MOD-01 into their system to enable HD H.264 support. In addition, Z3's SODIMM edge connector interface provides a flexible, yet cost effective interface to the DM368 processor's peripherals and video processing subsystem. With the DM368 DaVinci™ processor, customers not only benefit from the multimedia flexibility but also proven technology, software, tools and support.

“Z3-DM368-MOD-01 offers OEM's a proven multimedia module in a compact form-factor. Next generation 1080p products require low-power, HD H.264, as well as an easy-to-use development environment,” says Aaron Caldwell, CEO, Z3 Technology. “Z3's Z3-DM368-MOD-01, as a part of our Z3-DM368-RPS Rapid Production System, supports all of these requirements, as well as reducing time-to-market to only a few months.”

Z3-DM368-MOD-01 is immediately available in a compact 44 mm x 67 mm form-factor and provides access to all peripherals via the edge connector.

For increased design flexibility, the Z3-DM368-MOD-01 can be combined with Z3's Z3-DM365-APP application board, which provides extra interfaces such as HD component video input and output, HDMI output, composite video input/output, analog audio input/output, headphones, USB stick, Ethernet, serial and power.

“With Z3's new solution based on TI's DM368 DaVinci video processor, customers immediately gain the crystal clear HD multi-format video support their design requires,” says Sonia Ghelani, DM3x product line marketing manager, TI. “With the high peripheral integration and support of Z3's new

module, customers gain a very adaptive, scalable solution that can be reused in multiple application spaces, which saves integration time and money.”

The Z3-DM368-MOD-01 module based on the DM368 processor is available from Z3 Technology and more information can be found at: www.z3technology.com. For more information about TI's DM368 processors, please visit www.ti.com/dm368.

About Z3 Technology

Z3 Technology focuses on OEM ready TI DM3x multimedia system-on-module and technology transfer licensing. Z3 can be contacted worldwide 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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