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Z3 announces OEM ready 1080p H.264 HD Broadcast/Video Distribution Encoder system based on the new DM368 DaVinci™ processor

Lincoln, NE USA (April 14, 2010) – Providing the latest in low power multimedia technology products, Z3 Technology today announced the immediate availability of Z3-MVE-01 Multi-format Video Encoder, a compact 114mm x 203mm system that supports H.264 High Profile encode up to 1080p at 30 frames per second (fps). This solution works in applications such as low cost broadcast encoders, low bandwidth video security, satellite uplink, remote monitoring and industrial applications. Based on the TMS320DM368 DaVinci™ video processor platform from Texas Instruments (TI), Z3's Z3-MVE-01 provides customers with immediate access to multi-format HD video, integrated system peripherals and production qualified codecs so customers can provide low cost, video-driven products in a much smaller form-factor. With Z3's 1080p multimedia systems, customers can release their product immediately to market. For more information, visit www.z3technology.com.

Based on the DM36x platform that offers pixel-perfect images and multi-format, multi-channel HD video up to 1080p30, the Z3-MVE-01 features its unique multimedia-on-module approach and interface allowing customers to quickly implement full 1080p30 performance without the latency and performance degradation of a PC platform.

“Z3-MVE-01 offers OEM's a robust 1080p30 embedded encode system in a compact form-factor. Video distribution and Broadcast streaming products require compact, low-cost 1080p H.264 performance. Z3's Z3-MVE-01 is derived from Z3's Z3-DM368-RPS (Rapid Product Design System) and provides 1080p30 H.264 HP encode performance,” said Aaron Caldwell, CEO Z3 Technology.

Z3-MVE-01 is immediately available in a compact 114mm x 203mm form-factor and provides access to HD-SDI, ASI, HDMI, Component, Composite, Serial and Ethernet.

"Z3's Z3-MVE-01, based on TI's DM368 DaVinci video processor, allows customers access to the latest low-power multi-media video distribution technology," says Sonia Ghelani, DM3x product line marketing manager, TI. "The DM368 platform enables the Z3-MVE-01 encoder to achieve up to 1080p30 encode and stream video performance as well as leveraging the DM368's architecture to produce a very low latency streaming encoder."

The Z3-MVE-01 system based on the Z3-DM368-MOD-01 platform is available from Z3 Technology. 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 DM3XX multimedia system-on-modules and multi-media products. Z3 can be contacted world-wide through our partner network or at our corporate office as

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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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