



Nuvation Showcases Four Engineering Reference Designs for the Video Security Industry

Engineering reference designs accelerate time-to-market for new product development

Las Vegas, NV, April 2, 2008 — Today at the ISC West trade show, Nuvation, a leading Electronics Design Services firm, is demonstrating four video security reference designs.

- “IP Cam Mini,” the smallest IP Camera of its class
- “IP Cam PoE,” a compact form factor IP Camera with Power over Ethernet (PoE)
- “IVS,” an Intelligent Video Server for encoding and streaming audio/video from CCTV cameras
- “McVFE,” a Multichannel Video Front-End for encoding up to 16 CCTV cameras

As applicable to the design, Nuvation licensee packages include engineering specification documents, DSP and microprocessor executables and firmware source code, FPGA source code, schematics, layout databases, gerbers, bills of material, mechanical CAD files, test utilities, manufacturing diagrams, and other design source files. Nuvation is also recognized as a leading Electronics Design Services firm for custom product development. Leveraging Nuvation’s comprehensive reference designs and services, security OEMs can reduce new product development cycles to as short as a few months.

Nuvation’s reference designs are marketed exclusively to Original Equipment Manufacturer (OEM) engineering departments and are not available for direct sale to end customer installations. After receiving the licensee package, OEMs often make design modifications, integrate with other system software, and handle final QA and regulatory certs before releasing to volume production. Nuvation also offers project-based and China Offshore Development Center (CODC) electronic design services for OEMs needing additional bandwidth or specialized expertise.

OEMs are able to maintain their own product lifecycles and manufacture in a facility of their choice. For OEMs requiring turnkey manufacturing services, Nuvation has teamed up with Sanmina-SCI, a leading electronics contract manufacturer. Sanmina-SCI has facilities strategically located in key regions throughout the world and provides end-to-end manufacturing solutions with unsurpassed quality and support to OEMs. Together with Sanmina-SCI, Nuvation and its licensees have released products within weeks after project kickoffs.

“We are pleased to partner with Nuvation and their OEM licensees in launching products based on Nuvation’s reference design solutions for the fast growing video security industry,” commented Sundar Kamath, Sanmina-SCI’s Senior Vice-President of Customer Engineering & Technology. “We believe Sanmina-SCI’s prototyping and manufacturing experience with these designs and our global support and manufacturing footprint will provide clear time to market benefits for OEM licensees.”

The reference designs compress real-time, full-color video over Ethernet at up to 720x480 (D1) resolution and up to 30 frames per second. Nuvation’s IP Camera reference designs incorporate Pixim's Orca imaging chipset with revolutionary Digital Pixel System[®] (DPS) technology which improves image quality and color accuracy, critical for positive subject identification in video surveillance applications.

All of the reference designs feature TI’s DaVinci[™] technology, which are highly integrated, DSP-based system-on-chips (SoCs) featuring ARM926 processors in addition to a TMS320C64x+[™] DSP core. TI’s DaVinci[™] devices support configurable audio/video codecs from TI and third parties including H.264, MPEG-4/H.263, MPEG-2, MJPEG, G.711; as well as intelligent video analytics. The designs incorporate an embedded Real-Time Linux Operating System with browser GUI as well.

“Nuvation’s reference designs are gaining rapid adoption among security OEMs,” said Chris Hallahan, Nuvation’s VP of sales and marketing. “The video security market is experiencing vast technology overhauls as customers migrate to Internet Protocol (IP)-enabled cameras and video servers, improved image quality and frame rates, H.264 compression, intelligent video analytics, and the like. And the industry always demands greater time-to-market acceleration. Leveraging our family of reference designs coupled with leading design and manufacturing services, we are enabling OEMs to reach volume production release in a few months rather than typical new product development cycles of 18 months or more.”

Nuvation's IP Camera Mini, IP Camera PoE, and Intelligent Video Server reference designs are available for purchase and license today at www.nuvation.com. McVFE general availability release is scheduled for June 2008. Contact sales@nuvation.com for more information.

About Nuvation

Nuvation is a leading Engineering Design Services (EDS) firm that helps companies accelerate electronic product development roadmaps. Established since 1997, Nuvation’s design centers in San Jose, CA, USA; Waterloo, Ontario, Canada and Shanghai, China are recognized for breadth and depth of talent, execution culture, and predictable, repeatable design methodologies. Nuvation’s clients include industry leaders in Communications, Broadcast Video, Medical Devices, Defense/Security, Consumer Electronics, Video Security, Test & Measurement, and Semiconductor markets. More information is available at www.nuvation.com

Contacts:

Chris Hallahan
VP Sales & Marketing
Nuvation
+1-408-228-5580 x122
info@nuvation.com

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