

NUVATION

Nuvation Announces Ultra-Compact IP Camera Reference Design Based on Texas Instruments' DaVinci™ Technology

New reference design features low-cost, high image quality with programmable encoder, analytics capabilities, and Embedded Linux

DALLAS, TX, March 7, 2007 — Today at the worldwide Texas Instruments Developer Conference (TIDC), Nuvation, a leading Electronics Design Services firm, introduced a new, ultra-compact IP camera reference design based on TI's DaVinci™ technology TMS320DM6446 digital media processor and TI's Digital Media Software.

The new IP camera reference design, being demonstrated today, compresses real-time, full-color 720x480 (D1) video in H.264 format and streams video over Ethernet at 30 frames per second. Based on TI's DM6446 digital media processor, Nuvation's IP camera supports flexible video encoder solutions from TI including H.264, MPEG-4/H.263, and JPEG. It can also be configured with custom or licensable video content since DSP-based customers can add additional features like dual or tri streams, video analytics and fuse codecs, resolutions and frame rates based on the customer's end application requirements. TI's DM6446 processor is a highly integrated, DSP-based system on a chip (SoC) featuring an ARM926 processor running Embedded Linux or other software in addition to the TMS320C64x+™ DSP core.

Nuvation's IP camera reference design also incorporates Pixim's Orca imaging chipset with revolutionary Digital Pixel System® (DPS) technology. Pixim's patented DPS technology uses "multi-sampling" to deliver superior picture quality in both normal and Wide Dynamic Range (WDR) scenes in any lighting conditions. Greater dynamic range significantly improves image quality and color accuracy, critical for positive subject identification in video surveillance applications.

"We are extremely impressed with the features and performance achieved with TI's DaVinci technology in this IP camera design," said Chris Hallahan, Nuvation's VP of Sales and Marketing. "This is exactly what the market has been demanding in terms of quality and features. We can now enable OEMs to reach volume production in weeks rather than years."

The video security market is experiencing tremendous growth and change. Security OEMs are migrating legacy analog cameras to higher-quality, programmable "intelligent" cameras, which can digitally compress video, run analytics software and transmit over Ethernet or other wired and wireless protocols. TI's DaVinci technology, Digital Media Software and third party hardware and software solutions address the market demand and accelerate time-to-market for these applications.

"The video quality of TI's H.264 encoder on Nuvation's IP netcam reference board is very impressive," said Danny Petkevich, video security business manager, TI. "Nuvation has done a great job integrating TI's DM6446 device to achieve high-quality video encoding in a production-ready, ultra-compact form factor."

The unit is passively cooled and measures a mere 3.25 inches (79mm) in length, 1.7 inches (43mm) in height and 1.8 inches (47mm) in width. Inside the enclosure is TI's DM6446 processor with DDR2, Flash, and power regulation circuitry designed onto a 38x38mm printed circuit board (PCB). The unit operates on less than 5 watts of power and can be configured for Power over Ethernet (PoE).

Nuvation's IP camera reference design is available today as a licensable reference design, which includes the PCB design source files, bills of materials, optimized Linux board support package (BSP), Pixim processor firmware, mechanical enclosure, design documentation and support. Nuvation also provides design customization and ODM production services.

About Nuvation

Nuvation is a leading Electronic Design Services (EDS) firm that provides accelerated DSP, board, FPGA, and software design services for the embedded systems industry. Established in 1997, Nuvation is based in San Jose, CA and has satellite operations in Waterloo, Ontario, Canada. Nuvation's clients include industry leaders in Security, Wired and Wireless Communications, Medical Devices, Defense/Aerospace, Consumer Electronics, Test & Measurement, and Semiconductor markets. More information is available at www.nuvation.com

About the Texas Instruments Third Party Program

Nuvation is a member of the TI DSP Third Party Network, a worldwide organization of independent companies that offer products and services supporting TI DSPs. TI third parties provide expertise across a variety of applications, including audio, control, telecom, video and imaging and wireless communications. Third party products and services include a broad range of application software, development hardware and software, and consulting services that support original equipment manufacturers' efforts to bring differentiated products to the market quickly. For more information about the TI DSP Third Party Network, please visit <http://www.ti.com/3p>.

Contacts:

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

###

NUVATION is a registered trademark of Nuvation Research Corporation. All other company and product names may be trademarks of the company with which they are associated.



Nuvation's IP Camera Reference Design featuring TI DaVinci™ Technology