



PRESS RELEASE

For Immediate Release

e-con Systems Inc.
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e-con Systems Announces Support of High Definition Camera Solution for OMAP 35xx Series of Processors

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e-con Systems Inc., a leading embedded design services company specializing in development of advanced customized camera solutions, related products and services announces its 5MP High definition (HD) camera solutions for OMAP35x processors from Texas Instruments.

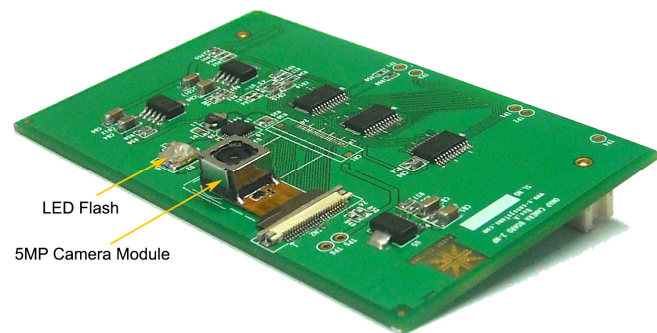
The company feels that the 5M Pixel daughter card will be helpful for customers who are targeting applications such as OCR, HD Video recording, Facial Recognition and other applications that involve analyzing images of moving objects. Capturing moving objects require a high frame rate of capture and having a high definition camera that can do a 720p at 30fps helps.

e-con Systems new camera daughter board, e-CAM50_OMAP35x having a size of 8.5mm X 8.5mm X 5.75mm with a Omnivision OV5642 camera module can be directly interfaced on the TI TMDXEVM3530 EVM board.

Logically, e-CAM50_OMAP35x connects to the high speed CMOS sensor interface of the TI OMAP35x. The TI OMAP35x processors offer tremendous processing power thanks to the Superscalar ARM Cortex-A8 core running at 600MHz.

“With this latest camera solution based on Omnivision’s OV5642, e-con provides a single-camera solution for a wide range of applications from 720p HD video capture to 5MP high resolution image processing. This will be an ideal solution for our customers who are looking for a unified solution that can do 720p HD video capture and as well as the capability to do still capture at 5MP resolution with minimal switchover time. We expect that this camera shall unleash the potential of DSP inside the OMAP3530 for Mobile video recording and high-resolution image processing applications, in addition to the regular camera applications”, said Ashok Babu – Director, e-con Systems.

With an in-depth knowledge of camera hardware/firmware and related Embedded applications, e-con Systems serves its customers globally to develop camera drivers, applications and help them optimize the camera performance for different range of applications viz. handheld terminals, surveillance systems, 1D/2D barcode reader, Digital Microscopy, Low vision aid





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appliances, Video conferencing, Facial Recognition and Video/Image capture etc., both on Windows CE 5.0/6.0 and Linux operating systems.

On the image sensors side, e-con has been working very closely with Omnivision and has been using the OV sensors from VGA up to 5Mega Pixel. In addition to working on general purpose image sensors, e-con Systems works on specialty sensors from OVT such as High Dynamic Range sensors for outdoor usage, 720p HD and 1080p Full HD sensors for security and surveillance applications, and CCD replacement sensors for low light ambience etc. e-con has built a strong technical support-alliance with Omnivision to provide world-class customized optimal solutions and consultation services to the customers.

About e-CAM

e-CAM is e-con's reference design featuring a camera board interfaced to a processor on its high speed CMOS interface. Customers buy the e-CAM boards from e-con along with the schematics and try to integrate it in to their custom design. Along with the schematics, e-con also provides sample drivers for WinCE and Linux. Customers also license the Direct Show Windows CE drivers and V4L2 based Linux drivers for the reference design. For processors that don't have the Camera ISP pipeline, e-con Systems provides the complete software stack for raw image sensors.

e-con also offers individually crafted custom designs for customers interested in camera modules, other than the ones which are currently being offered as "**off-the-shelf**" solutions. For more information on this e-CAM please visit: <http://www.e-consystems.com/5MPHdcamera.asp>

About e-con Systems:

e-con Systems, acknowledged by Microsoft as a **Windows Embedded Gold Partner**, is an embedded product development services company focused on end-end product development. e-con Systems has expertise in mobile application processors including PXA270, PXA320, TI OMAP35x and Digital Media Processors DM355/DM365 and has been using its product engineering services to help customers on development of product like digital picture frames, point of sale terminals, video surveillance, Low vision aid equipments, handheld single board computers etc. among others.

Besides this, e-con provides systems integration services such as Windows Embedded CE or Linux BSP porting solutions and device driver development. Also e-con's design services have been used by customers across the globe for hardware design of their products.

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