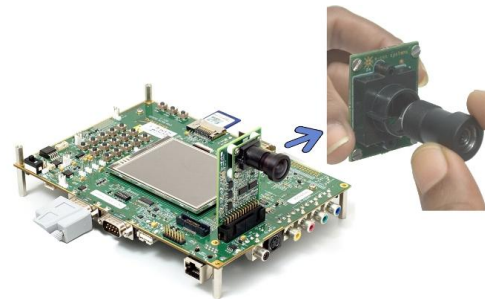**For Immediate Release**

e-con Systems Targets Surveillance Market with Wide Dynamic Range Camera Module

St. Louis, USA/Chennai, India – April 22nd 2011

e-con Systems Inc., a company specializing in camera modules and camera daughter boards announced the launch of the e-CAM1M_CU10630_MOD, a 1M pixel Wide Dynamic Range HD camera module with S-mount Lens holder. The camera module has a parallel interface and is specially targeted for surveillance and automotive applications. The camera module features the OV10630 sensor with a dynamic range of 100dB and hence very effective when capturing images with high contrast and varying lighting conditions. The module has 4.2µm pixel based on OmniPixel3-HS™ and has got very good low light sensitivity. The camera module can also stream in 720p @30fps which is an important feature in security and automotive applications. The camera module is available with a S-mount lens holder and is compatible with standard S-mount M12P0.5 lenses.

Along with the camera module, e-con has also launched the evaluation kit for TI OMAP™ 3530 EVM board with drivers for Windows CE 6.0 to start with. The evaluation kit will contain the camera module, lens, daughter card to connect to the TI OMAP™ 3530 EVM board, Schematics of the daughter card and the Windows CE drivers. e-con is currently working on the Android and the linux support.

"With 4.2micron pixel size and 100dB Dynamic range, this camera module is an ideal solution for customers targeting surveillance, HD-CCTV devices, IP Cameras and automotive lane departure warning applications. As e-con provides a ready-to-use reference designs of using these camera modules with high performance OMAP35x and DM37x DaVinci processors, our customers are offered a jump-start to complete their target products using our camera modules using these processors", said Ashok Babu, President, e-con Systems.

Customers choosing to evaluate the e-CAM1M_CU10630_MOD can get the evaluation kit e-CAM1M_CU35x from our webstore to evaluate the camera module on TI OMAP3530 EVM platform.

About e-CAM camera modules

e-CAM modules are small production ready camera modules that can be directly integrated in to the final product. The camera modules are either in the form of fixed lens or custom lens type. e-con has made daughter cards that plug these camera modules in to the various development boards.

For Immediate Release

e-con Systems Inc.
+1-314-732-1152
sales@e-consystems.com

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, 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, Android 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. Visit http://www.e-consystems.com/1MP_CustomLens_CameraModule.asp .

For more information please contact:

sales@e-consystems.com
e-con Systems Inc., +1 314 732 1152
e-con Systems India Pvt. Ltd., +91 44 42033600
Website: http://www.e-consystems.com/

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