



For Immediate Release

PRESS RELEASE

e-con Systems Inc.
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e-con Systems Announces Support of camera daughter board for DaVinci™/Sitara™ Series of Processors

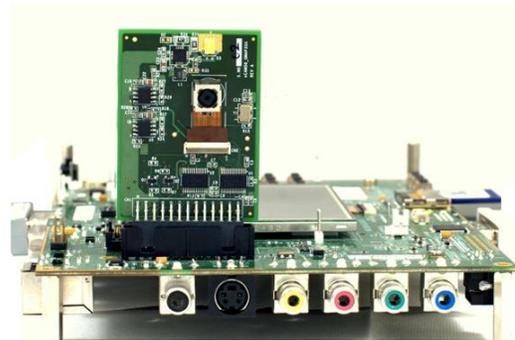
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e-con Systems Inc., a leading embedded design services company specializing in development of advanced customized camera solutions, related products and services extended its 5MP High definition (HD) camera solutions for Sitara™ (AM3703,AM3715) / DaVinci™ (DM3725, DM3730) processors from Texas Instruments.

The company feels that the daughter card will be helpful for customers who are targeting applications such as OCR, HD Video recording @30fps, Facial Recognition and other applications that would involve higher frame rates to be received and processed by the host processor.

e-con's camera daughter board, e-CAM50_DM37x having a size of 58.61mmX43.18mm with a Omnivision OV5642 HD camera module can be directly interfaced on the TI DM3730 EVM board.

Logically, e-CAM50_DM37x connects to the high speed CMOS sensor interface of the TI AM3715/DM3730 processor.



“The Sitara™/DaVinci™ offers 50% more ARM power and 40% more DSP power. It is also highly power efficient compared to its predecessors. This product will definitely speed up the time to market for those customers who are interested in integrating camera with the AM3715 or the DM3730. In addition to the driver support, e-con provides camera tuning services, performance optimization services, custom sensor support services on top of OSes like Windows Embedded Compact 7.0 and Android”, *Said Ashok Babu, President e-con 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 such as OV10630, 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.

Customers wanting to evaluate the e-CAM50_DM37x can get it from e-con's webstore and drivers are currently available for Windows CE 6.0 with support for Windows Embedded Compact 7 is also planned. e-con will be launching support for Android and Linux shortly.



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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, Android 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. In addition, e-con also provides the sample camera application that can be used as reference by our customers for developing their own customized applications. As our camera drivers follow the DirectShow architecture, application development using camera modules is fairly simple.

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.

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/5mp_hdcamera_AM-DM37x.asp.

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