



## For Immediate Release

### **Mistral Introduces Development Platform for TI's OMAP2430 Processor**

*OMAP2430 Starter Kit (OSK) to expedite development of next generation wireless devices*

**Bangalore and San Jose, 03 April 2007** – Aimed at helping product developers streamline development of their wireless/multimedia devices based on the high-performance OMAP2430 application processor from Texas Instruments Incorporated (TI), Mistral Software, a leading product realization company specializing in real-time embedded solutions, today unveiled the OMAP2430 Starter Kit.

#### **Highlights of the OMAP2430 OSK**

Mistral's OMAP2430 processor Starter Kit is based on TI's OMAP2430 processor, which offers the ultimate balance between multimedia performance, flexibility, power and cost. It is an ideal software development and device prototyping platform for users to get started on their wireless/multimedia based application and device development.



The OSK is designed with a modular and extendable architecture. It is comprised of separate processor and power modules providing reconfiguring flexibility to future processors and power modules. Expansion connectors on the board provide extensibility to a wide range of peripheral interfaces. A key feature of the OSK is the support for an LCD display and DVI to connect to external digital display devices.

The OMAP2430 OSK comes preloaded with Linux, and includes tools for developers to begin application development immediately. It also includes TI's award winning DSP/BIOS™ Link for ARM®-DSP communication. Users can also opt to purchase Mistral's Accelerator Program for OMAP2430 OSK on Linux®, which comes ready with Linux 2.6 Kernel support, drivers and Board

Support Packages (BSPs). The BSP supports a wide range of modules and drivers that include display, touch screen, keypad, NAND, Ethernet, serial, camera, USB and TWL4030 driver.

### **Potential Applications for the OMAP2430 Starter Kit**

Developers building next generation small form factor devices such as biometric devices, feature phones, smart phones, PDA's, gaming devices, VoIP terminals, video conferencing, security devices and portable medical devices can use the OMAP2430 Starter Kit to accelerate their product development.

“The OMAP2430 Starter Kit offers developers a low-cost and easy-to-use development platform to leverage the high-performance, power-efficient capabilities of TI's OMAP2430 processor. Our Starter Kit will help developers prototype and test their application well before their hardware is ready, giving them an edge over developments costs and time in bringing out feature rich wireless/multimedia devices in the market,” said Sameer Metrani, VP-Product Development, Mistral Software.

“The OMAP2430 Starter Kit is a valuable addition to the effective tools Mistral provides that complement our powerful OMAP™ 2 platforms. The Starter Kit will enhance the OMAP2430 development experience and speed time to market of high performance handheld multimedia and wireless devices,” said Markus Tremmel, worldwide manager of TI's Cellular Systems Ecosystem.

This latest offering from Mistral is a part of its initiative as a TI OMAP Technology Center, which assures clients of world-class services in the areas of software and hardware design, development and consulting on the OMAP platform. The OMAP2430 Starter Kit is a testament to the cutting edge products, services and support available from Mistral.

For more information visit: <http://www.mistralsoftware.com/OMAP2430>

### **About OMAP Technology Centers**

Independent OMAP Technology Centers provide development support by bringing together a variety of hardware, software and system integration expertise, giving device manufacturers and developers a single point of entry for OMAP development technologies. Located throughout the world, independent OMAP Technology Centers have the expertise necessary to get customers to market quickly with robust, power-efficient products, which use TI's OMAP platform. For information about the worldwide network of independent OMAP Technology Centers, visit <http://www.omap.com/>

**About Mistral**

Mistral Software is an ISO 9001:2000 certified and CMMi Level 3 appraised premier product Realization Company providing end-to-end services for product design and development in the embedded space. Mistral has domain expertise in Embedded Real-Time Applications, Communication Protocols, VoIP services, Digital Signal Processing, Board Design and FPGA Design. As a single source for both hardware and software engineering expertise, Mistral's expert design and development services have improved the quality and accelerated the time -to-market for a broad range of embedded systems. Mistral has operations in USA, Japan, Germany and India.

**Contact Details**

Akhila D S

Marketing Manager

Ph: +91.80.2535 6400

E-mail: [akhila@mistralsoftware.com](mailto:akhila@mistralsoftware.com)