

## High Performance AM437x Product On Module (PoM) From Mistral Targets Accelerated Product Deployment

**Tuesday, July 15, 2014:** Mistral Solutions Pvt. Ltd, India's leading technology design and systems engineering company today announced its comprehensive, high performance AM437x Product on Module (AM437x PoM) providing a perfect solution for rapid product deployment while leveraging the benefits of the powerful Sitara™ AM437x processor from Texas Instruments (TI).

The AM437x PoM from Mistral is a low cost, small form factor, high performance; easy-to-use Product on Module (PoM) built around the powerful 1GHz Sitara AM437x processors from TI. With extensive integration such as quad core PRU-ICSS, PowerVR SGX 3D acceleration core, dual camera, QSPI-NOR, up to 512KB on-chip memory, Dual ADC and an easily extendable architecture, the AM437x PoM provides a perfect solution for quick product deployment while leveraging the benefits of the powerful processors.

With an easily extendable architecture and interfaces for LCD, camera, Ethernet, CAN, I2C, SPI, ADC, PWM, McASP etc., the AM437x PoM provides a quick-start to developers aiming to build application devices like point of services, home automation, industrial HMI and PLC, barcode scanners, Portable Data Terminals, and medical and assistive technology around the AM437x processors. The PoM comes integrated with U-Boot, Linux Kernel 3.12 with complete BSP, Android support and demo applications. Product developers can use the PoM to develop their application, finalize the industrial design and get their product to market faster.

"Mistral Solutions is excited to be developing a Product on Module (PoM) based on TI's new AM437x processor family", said Anees Ahmed, CEO Mistral Solutions. "The POM can be used for any new product design. We will give customers the support they need for short time-to-market as well as cost effective solutions. The PoM will support Linux and Android and help product designers access all the peripherals of AM437x processors. This will speed up the development time for customers resulting in accelerated product deployments."

"Texas Instruments is pleased that Mistral Solutions has chosen our Sitara AM437x processors for their low-cost AM437x PoM," said Carlos Betancourt, Sitara Marketing Manager, TI. "The AM437x PoM allows developers to not only receive all of the benefits of the AM437x processors but also get their designs to market quickly. The PoM is also ideal for a broad variety of applications."

Mistral also offers a wide array of customized hardware and software design services to further ease development, reduce cost and time. These include customization of PoM, product design and development, firmware, custom application and GUI, design review and support. Mistral is a platinum member of TI's Design Network and has brought out popular EVMs like AM/DM37x and TMDXEVM8148. These EVMs have been customized by Mistral and are currently deployed in several product designs across the globe.

The AM437x PoM will be available by September 2014.