



Press Release

July 2006

FOR IMMEDIATE RELEASE

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ATEME launches EASEE: Audio/Video Software System for TI's DaVinci™ Technology

ATEME has developed an Audio/Video Software System called EASEE (Enhanced ATEME Software Embedded Engine), which simplifies development and reduces time to market enabling developers to benefit from all the various capabilities of Texas Instruments Incorporated's (TI) DaVinci™ technology. KCL, Kane Computing Ltd, is the exclusive UK Distributor for AteME and a TI Third Party Partner specialising in digital video development tools.

DaVinci™ technology is tailored for digital video applications, providing optimized software, development tools, integrated silicon and support to simplify design and facilitate innovation. TI's TMS320DM644x devices based on DaVinci™ technology are highly integrated system-on-chips (SoCs) and include both TI's performance-leading TMS320C64x+™ digital signal processor (DSP) core and an ARM926 processor. EASEE takes advantage of both cores to provide one complete system.

The Software System running on Linux resolves all lip synch issues and responds to the requirement for compression, streaming over IP and file containers.

EASEE is composed of:

- a framework, based on the GStreamer core coming from the open source market that ATEME ported to DaVinci™ technology
- a complete set of audio and video compression and decompression algorithms
- standard streaming protocols
- the most common file containers

The framework enables developers to construct the skeleton of the application in the form of a processing graph. Individual components such as input and output drivers and processing elements are connected together to work on a flow of data. Both simple and complex processing graphs can be designed to fit any kind of project. The designer can focus on what the application has to perform and the framework makes it happen.

For more information please contact: Miss Pauline Lightburn on Tel; 01606 351006
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The suite of audio and video codecs enables a developer to build any kind of multimedia applications including recorders, players and streamers. On the video side, H.264, MPEG-4, DivX, MPEG-2, WMV9™ decoders and H.264, MPEG-4 encoders are already available. On the audio side, AAC, MP3, MPEG-1 Layer 2 and voice codecs can be added on either the ARM or the DSP.

To interface with the network/Internet, several streaming protocols have been developed including TCP/IP, RTP/RTSP and MPEG-2 TS.

For those who require store or playback features from a hard drive, the need for file multiplexers and demultiplexers has been fulfilled with AVI, MP4, MPEG-2 PS, EXIF.

With all the elements that compose EASEE, developers can easily design any type of digital video equipment. Applications ranging from video security, video conferencing, IP set top box, portable media players, digital media adapters and many others can be efficiently achieved on DaVinci™ technology using EASEE.

“With DaVinci™ technology, TI has combined the performance of a DSP with the open structure of an ARM, running Linux, to deliver a flexible SoC optimized for video applications”, said Marc Guillaumet, Business Unit Manager, ATEME. “Thanks to our experience on audio/video systems on DSP, we have taken the full benefits of this architecture to build a rich and flexible software solution as user-friendly as a PC”.

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DaVinci™ is a trademark of Texas Instruments. All other brand or product names are trademarks or registered trademarks of their respective holders.

About the Texas Instruments Third Party Program :

ATEME is a member of the TI TMS320™ third party program, the most extensive collection of global DSP development support in the industry. With more than 650 independent companies and consultants, TI's customers have easy access to a broad range of application software, development hardware and software and consulting services. For more information on the TI third party program, please visit www.ti.com/3p.

About ATEME:

ATEME (www.ateme.com) is a world-leading provider of MPEG-4 video compression technology. ATEME's technological solutions are particularly designed for the fields of digital television, video surveillance and professional audio/video applications. They are marketed in the form of FPGA and DSP based software and onboard solutions.

About Kane Computing

KCL (www.kanecomputing.co.uk) has been providing Image Processing, DSP and high performance computing products for use in industry, education and research since 1987 and is a Texas Instruments Third Party Partner specialising in consultancy and advice on TI development tools/platforms and image processing applications. KCL have extensive knowledge and experience of providing video compression solutions for many industries particularly for digital video security and high quality broadcast applications. KCL has a policy of continual improvement and operates its business in accordance with the requirements of ISO9001:2000.

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