



# Press Release

August 2008  
FOR IMMEDIATE RELEASE  
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## Kane Computing sign new Agreement with Ittiam

August 2008, Northwich, England. Kane Computing Ltd (KCL) announced the signing of an agreement with Ittiam Systems as their Value Added Reseller for the UK and Ireland, to sell their range of DSP / ARM based audio-video-image-speech codecs, multimedia system framework and application solutions.

Ittiam Systems is actively engaged in developing DSP based product designs for applications in portable media, car navigation / infotainment, video surveillance, video communication, in-flight entertainment and medical imaging. All of them are available as off-the-shelf components that can be plugged into the customers' system. They can also be tuned to the specific needs of the system depending on the customer requirement.

Ittiam is a major third party partner working with Texas Instruments, providing highly efficient multimedia codecs and system designs over their complete range of DaVinci™ processors. In the 2008 Texas Instruments Worldwide Developers' Conference in Dallas, Texas, Ittiam was recognized for its outstanding work on DaVinci™ technology.

Ittiam Systems undertakes customization of their DSP system designs for given customer specifications. In this model the entire process from specification to finish is handled on a turnkey basis by Ittiam. The objective is to augment customers' research and development capability using world class talent and innovative solutions already available in Ittiam Systems.

Srini Rajam, Chairman and CEO, said he was very pleased to be working with KCL, and Richard White, as their experience and knowledge of DSP development projects; particularly video processing would be of great benefit to Ittiam to extend their business in the UK.

"Joining forces with Ittiam is a very important strategic move for us" said Richard White, MD of KCL. "I knew Ittiam had a wide range of products but I have been even more impressed with their professional approach to business and also their ability to provide complete solutions based on their software products. I am convinced that this positioning will lead to more and more integrated solutions contracts with leading OEMs in the UK".

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### About Kane Computing Ltd.

KCL ([www.kanecomputing.co.uk](http://www.kanecomputing.co.uk)) has been providing Image Processing, DSP and high performance computing products for use in industry, education and research since 1987. KCL has 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. KCL is also approved under the Investors in People programme.

### About Ittiam

Ittiam Systems Private Limited, headquartered in Bangalore, India is a technology product company singularly focused on digital signal processing systems in media and communication. The company operates through its network of offices and representatives around the world. Ittiam's customers include Fortune 100 companies and are distributed across U.S., Europe, Japan and Asia. Since 2004 the company has been consistently rated as the 'World's Most Preferred DSP IP Supplier' in the annual surveys conducted by Forward Concepts Incorporated. In 2005 Ittiam had been selected by Red Herring into the top 100 private companies in Asia. In 2007, Ittiam received the NASSCOM India IT Innovation Award, a prestigious recognition of the company's innovative product designs.

For more details, visit [www.ittiam.com](http://www.ittiam.com).

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