

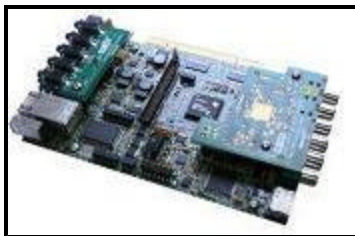
Digital Video Processing Board eInfochips intros DVPB-HD for TI

Featuring TI's TMS320DM6467 processor, the board accelerates product design cycles and faster time to market ODMs

Wednesday, September 24, 2008

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AHMEDABAD, INDIA: [eInfochips](#), a leading chip and product design services company with "spec-to-silicon-to-system" capabilities, today announced the availability of its Digital Video Processing Board-High-Definition (DVPB-HD) for [Texas Instruments' \(TI\) DaVinci technology](#).

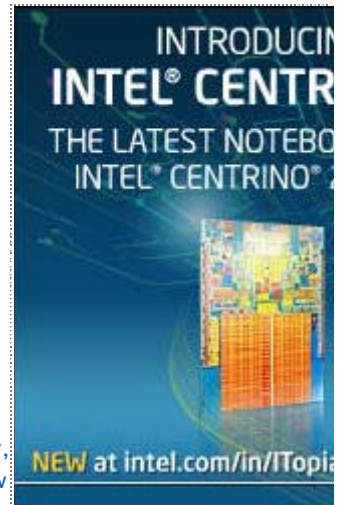


The DVPB-HD features TI's TMS320DM6467 digital media processor based on DaVinci technology and provides all commonly used video system peripheral interfaces. This allows original equipment manufacturers (OEMs) and original design manufacturers (ODMs) to quickly go-to-market by reducing their hardware design cycle.

As a recipient of TI's "Outstanding work on DaVinci technology" award earlier this year, eInfochips provides customers with proven expertise and design services with the new DVPB-HD. The board is targeted at various applications that need video encoding and/or decoding capabilities, such as video conferencing, surveillance, video broadcast, video transcoding, set-top-box, DVR/PVR, digital media adaptor and medical imaging devices. eInfochips will demonstrate DVPB-HD at various upcoming industry events, including ESC Boston, TIDC India and TI Tech Days.

DVPB-HD is a small foot-print board (4.2x6.2") that is bundled with a software package consisting board support package (BSP), software development kit (SDK) framework and demo application, allowing systems and application engineers to easily develop and rapidly prototype their application.

DVPB-HD is also bundled with a boot-loader and software utilities allowing customers to



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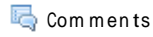
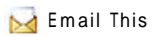
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their next-generation HD applications."

"The digital video capabilities and performance of TI's digital media processors based on DaVinci technology coupled with our DVPB-HD make it comprehensive and flexible solution for various HD video applications," said Upendra Patel, CTO at [eInfochips](#). "Our expertise with TI's processors combined with DVPB-HD provide value added products and services to customers across various application domains."

The boards will be available for volume shipping by second week of October from eInfochips. The board pricing starts at US \$1,095 for low volumes.

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