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Design costs for portable display electronics drop with TI's lowest cost digital media processor

TMS320DM335 processor features advanced image capture and HD display capabilities to provide rich content for new class of portable electronics

HOUSTON (July 16, 2008) - Developers no longer need to worry about incurring increasing costs typically associated with adding more advanced, feature-rich user interfaces on electronic devices. Texas Instruments Incorporated (TI) (NYSE: TXN) today announced its lowest-cost digital media processor, the TMS320DM335 device, for applications driven by advanced image capture and display requirements. Consumers will now be able to have enhanced interaction with their electronic devices such as Internet radio, e-books, video surveillance products and digital telescopes through feature-rich graphical user interfaces (GUIs). Powered by an ARM926EJ-S™ core up to 270 MHz, the DM335 digital media processor integrates a video processing subsystem (VPSS) so developers can easily add high-definition video display at 720p on their new class of portable applications. For more information, visit www.ti.com/dm335pr.



Helping developers reduce overall system design overhead, the DM335 processor provides the benefits of greater than 25 percent cost reduction than its highly successful predecessor, the TMS320DM355 processor. The new digital media processor is completely scalable with the DM355 processor and Digital Video Evaluation Board (DVEVM), allowing customers to re-use both hardware and software designs for their new DM335 processor focused projects. The DM335 processor also offers a compelling solution for customers creating advanced user interface display applications that do not require video compression and decompression for a fraction of the cost.

The new DM335 device delivers a sophisticated suite of capabilities allowing for flexible image capture and display. Through its user interface technology, such as a four-level on-screen display, developers are able to create picture-within-picture and video-within-video as well as innovative GUIs. This is especially important for portable products that require the use of button or touch screen, such as portable karaoke, universal remote controls, video doorbells and electronic gaming applications.

For crisp and vibrant display images, the DM335 processor support CCD/CMOS image

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sensors, resize capability and video analytics. The 1280-by-960-pixel digital LCD connection runs on a 75-MHz pixel clock and supports TV composite output for increased expandability.

Rapid development with complete scalability

The DM335 processor provides a simple migration path for the many TI customers who are currently using the DM355 device and would like to expand their product line to include applications that do not require video encode and decode. This lower cost alternative offers full code and hardware compatibility without requiring additional investment in software engineering. The DM335 utilizes the same suite of peripherals as the DM355, such as high speed USB 2.0 on-the-go, external memory interface (EMIF), mobile DDR/DDR2, two SDIO ports, three UART Ports, three SPI Ports and SLC/MCL NAND Flash memory support. In addition, customers can leverage TI's HPA portable audio solutions including low-power codecs like the TLV320AIC3104 and amplifiers, such as the TPA2016D2 (www.ti.com/audio).

"Developers are constantly challenged to invent new portable devices that have sophisticated capture and display functionalities without adding more cost to their overall system design. The DM335 digital media processors solves this obstacle by providing multiple display and imaging options that help customers launch their innovative products in the expanding video and audio markets that require smaller display and user interfaces," said Stephanie Evans, DM3x marketing manager, TI.

Complete hardware, software and tools

In addition to being pin-to-pin compatible with the DM355, the new DM335 device is also software compatible with all of TI's digital media processor devices. This allows developers to have easy access to the application programming interfaces (APIs) common across TI's digital media processor portfolio, enabling developers familiar with ARM® to rapidly start development with virtually no learning curve and concentrate on further differentiating their products. Developers can re-use intellectual property or utilize IP from the open-source resources for ARM-based processing to speed them throughout the development process.

For developers already creating applications based on the DM355 device, they can jump start their DM335 processor-based design by utilizing the same development kit and even use the same code for applications that do not require MPEG-4 or JPEG codec. The DM355 Digital DVEVM integrates an optimized MontaVista® Linux® board support package (BSP), drivers and display capture support for the VPSS to help developers easily build low-cost portable products. The DVEVM also support Windows® Embedded CE 6.0.

For an additional boost in support, developers can also rely on the industry's largest Developer Network for algorithms and additional tools to produce sleeker applications cheaper and faster. For more information on the Developer Network, visit www.ti.com/tidevnetwork.

Availability

The TMS320DM335 digital media processor is now available for \$10.48 in 100 units from TI at www.ti.com. The highly integrated device is packaged in a 13 x 13 mm, 329 pin, 0.65 mm pitch BGA package. The TMDSEVM355 Digital Video Evaluation Module is now available for \$495.



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