



## Ittiam Systems Announces Low-Power Industrial System Solutions based on the new Sitara™ AM57x processors from Texas Instruments

High-Performance Embedded Industrial Systems and SDKs

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BANGALORE, India (PR Newswire) -- [Ittiam Systems](#) announced its new range of Media SDKs (adroitSDK) and system solutions for industrial Audio Video Systems based on its low-power hardware platform – [neonCaster Gen II Clove](#).

- Multi-channel Audio Video Encoder & Decoder
- High-density, multi-channel Audio Encoder & Decoder
- Low-Latency Video Encoder & Decoder (50msec glass-to-glass)
- HEVC/H.265 Media Player
- Multi-channel Digital Video Recorder (DVR)

Based on the recently announced [Sitara™ AM57x processor](#) family from Texas Instruments, these [solutions](#) offer high computational power with the dual ARM® Cortex®-A15 at 1.5GHz and dual C66x digital signal processor (DSP) at 750MHz, high-quality Full-HD (1080p60) video, high-fidelity audio, rich 2D/3D graphics, standards-compliant streaming/network protocols and reliable operation over wired/wireless networks. Equipped with a suite of industrial networking protocols and with the capability to support machine vision algorithms, [Clove](#) is an ideal candidate for realizing intelligent audio, visualization and control systems. OEMs/ODMs may license Software IPs, [adroitSDK](#) or System Software bundled with Clove (Pre-configured Systems) for their Industrial, Enterprise, Surveillance, Aerospace and Defense applications.

**Donny Chow, Director at Xilica Audio Design**, leading manufacturer of high performance configurable DSP based audio systems for professional audio and installation markets, quoted “What we found extremely beneficial is the readiness of the Clove hardware and adroitSDK to be taken to production. Ittiam has enabled us to accelerate our product roadmap, while ensuring that we can deliver the best system features and performance by using field-proven technology blocks from their reputed IP portfolio.”

**Adrian Valenzuela, marketing director at Texas Instruments**, said “We are pleased with the work done with Ittiam on their Clove-based solutions with past Sitara processors and are excited to see that work expand to the new AM57x processors. The folks at Ittiam have harnessed their deep technical expertise in embedded systems to create the right building blocks for customers looking to build products on AM57x processors. This empowers customers to build high-quality products while significantly reducing their time-to-market.”

“We first demonstrated Clove at IBC 2014 and today Clove-based solutions are being licensed to our Tier-1 customers. Clove has found excellent resonance with the product roadmaps of several OEMs / ODMs, who are actively evaluating it for their next-generation, low-power products. Our customers value that Clove-based solutions come pre-configured for standard use cases enabling fast time-to-market, while the patented adroitSDK media software also allows quick customization. This is backed by Ittiam’s best customer support model covering the entire product lifecycle.” commented **Srini Rajam, chairman and chief executive officer of Ittiam Systems**.

### About the Texas Instruments Design Network

Ittiam Systems is a member of the TI Design Network, a premier group of independent, well-established companies that offer products and system-level design and manufacturing services complementing TI's semiconductors to a worldwide customer base to accelerate product innovation and time-to-market. Network members provide product design, hardware and software system integration, turnkey product design, RF and processor system modules, reference platforms, software development, proof-of-concept design, feasibility studies, research, certification compliance, prototyping, manufacturing, and product life cycle management. For more information about the TI Design Network, please visit <http://www.ti.com/designnetwork>.

### About Ittiam Systems

Ittiam Systems is a global technology company focused on providing cutting edge video solutions

for embedded products and online applications. With its wide range of components, SDKs, applications, hardware platforms, turnkey systems and cloud based workflows, Ittiam offers solutions to industrial, defense, automotive, broadcast and consumer markets. Embedding Ittiam IP inside, annual volume of customers' products shipped is in several tens of millions units.

Contacts

Ittiam Systems

Harish S

+91 80 6660 1000

[harish.s@ittiam.com](mailto:harish.s@ittiam.com)



Twitter



Website



Email



LinkedIn

Regional contacts: [click here](#)

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