

# PRESS RELEASE

21/08/2007



## SUNDANCE'S DIGITAL VIDEO PLATFORM GETS HELPING HAND FROM SIMULINK HDL CODER FROM THE MATHWORKS

SUNDANCE

The latest Digital Video Infrastructure Platform manufactured by Sundance Multiprocessor Technology Ltd., London, England now supports Simulink HDL Coder from The MathWorks. This integration will enable embedded software engineers to target field-programmable gate-arrays (FPGAs) without detailed knowledge of programming such devices.

**London – England** – 21<sup>st</sup> August 2007 – The Digital Video Infrastructure Platform (DVIP) from Sundance has been developed for the highest performance in High-Definition Broadcast systems or High-Resolution Image Processing for Medical applications. Such video processing applications have become a perfect target for manufacturers like Xilinx who make re-configurable devices (FPGAs).

The smallest of the family of DVIPs has no less than three Xilinx Virtex-4 FX60 FPGAs and sports in the region of 15 million spare gates for users to program with their own algorithms. The biggest issue in using these devices was the lack of suitable tools that were designed for software scientists, and not hardware engineers. Another issue was simulation and portability. Simulink HDL Coder and The MathWorks Model-Based Design tools have removed those barriers. They have also been incorporated to into 3L's Diamond suite of multiprocessor tools, allowing 'Tasks' to be placed on combinations of DSPs and FPGAs.

*"Now, engineers can implement Digital Video applications on the Sundance FPGA/DSP using Simulink Models,"* says Ken Karnofsky, marketing director, signal processing and communications, at The MathWorks and continues *"The DVIP simplifies hardware implementation by providing a platform that combines Texas Instruments DSPs and Xilinx FPGA processing."*

*"Our customers have struggled for years with getting FPGAs to be really useful as a processing machine",* says Emmanuel Puillet, FPGA Manager of Sundance Multiprocessor Technology Ltd. *"Simulink HDL-Coder combined with DVIP will make porting applications much more predictable as our customers would have simulated and verified the processing using The MathWorks tools before targeting our hardware"*

The 'glue-middleware' that combines Sundance's hardware and The MathWorks tools is developed by the long-established Scottish company 3L Ltd. and Hendri Veldman, Software Director, 3L Ltd said: *"It took one dedicated FPGA firmware engineers less than 2 days to learn all about The MathWorks's tools and within the following day we had Simulink HDL-Coder generating applications running on Sundance's hardware using Diamond FPGA. It was impressive"*

The DVIP is available now from a starting price of USD25000.00 in single quantities with OEM prices on request.

### **About Sundance**

Sundance leads the world in the design and manufacture of mixed COTS digital signal processing and FPGA architectures. Sundance modular and customizable COTS hardware and software systems are easy to reconfigure to suit all high-speed I/O and signal processing applications, enabling the rapid prototyping and development of embedded systems. Designers and manufacturers of wireless infrastructures, satellite communications, industrial signal processing, sonar/radar, software defined radio (SDR), multimedia and telecommunications, all depend on the flexibility of Sundance's mixed DSP+FPGA platforms and systems to get their products to market – FAST!

Key design and manufacturing facilities are located in the UK, and mainland Europe and our worldwide network of agents – extending as far as Asia – provides quality service and support.

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