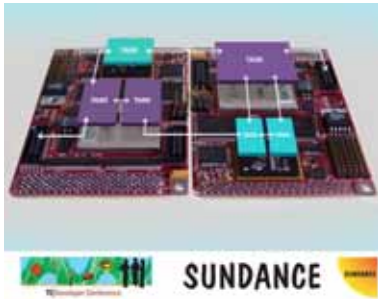


PRESS RELEASE

06/03/2006



LEADING DSP INDUSTRY FIGURES HEADLINE TI DEVELOPERS CONFERENCE

SUNDANCE

Buckinghamshire – England

A 'must see' interactive workshop on how to deploy powerful DSP and FPGA system solutions using C-based and model-based design will take place at the Texas Instruments Developers Conference. Presented by [Flemming Christensen](#), managing director of [Sundance Multiprocessor Technology](#), and Dr Steve Chappell, director of applications engineering at [Celoxica](#), the workshop is sure to interest researchers, scientists, DSP project managers, engineers and developers, system designers and integrators and developers of high performance embedded systems.

The [TI event hits Birmingham on March 30](#) and the European series also rolls into Paris, Munich and Tel Aviv. The UK event takes place at the National Motorcycle Museum and gives attendees a rare opportunity to see two experienced and talented individuals with such different perspectives combining their expertise to aid developers in solving very complex design problems.

The [presentation](#) by Flemming and Steve will show how traditional work-flow barriers have been removed so designers no longer need to choose between either [DSP](#) or [FPGAs](#) to implement complex algorithms and signal processing systems. "Our technical workshop will present real-time DSP-FPGA design examples from image and video processing to software defined radio (SDR). These will target TI DSPs and Xilinx FPGAs," explained Flemming.

"Our real-time example will show the development flow from algorithm to implementation using C-based hardware design, integrated with model based design using Simulink. It will guide developers through the complete design flow process highlighting complementary use of DSP and FPGAs," added Steve.

The TI Developers Conference covers six DSP/FPGA application themes in parallel: video, audio, industrial control, analogue hardware, digital hardware and systems, software and tools. Beginners through to experts can spend a day gaining the latest insights and knowledge from the industry's leading players such as Sundance and Celoxica. To register for the conference or find out more visit www.ti.com/europe/devcon

EDITORIAL ENQUIRIES

USA

Sundance DSP Inc.
Dr. Nory Nakhaee
4790 Caughlin Parkway 233, Reno,
NV 89509-0907, U.S.A.

Tel: (775) 827-3103

Fax: (775) 827-3664

email: Nory.N@sundance.com

MIDDLE, SOUTH, EAST EUROPE

Sundance Italia S.R.L.
Dr. Fabio Ancona
Corso XXV Aprile 55/3
16040 S. Salvatore di Cogorno (GE), Italy

Tel: +39 0185 385193

Fax: +39 0185 385370

email: Fabio.A@sundance.com

NORTH EUROPE & REST OF THE WORLD

Sundance Multiprocessor Technology Ltd.
Mr. Flemming Christensen
Chiltern House, Waterside, Chesham
Bucks, HP5 1PS, England

Tel: +44 (0)1494 793167

Fax: +44(0)1494 793168

email: Flemmig.C@sundance.com

More information:

Justin Wheatley, Systems Manager, Sundance Multiprocessor Technology Ltd
Chiltern House, Waterside, CHESHAM, Bucks HP5 1PS
Tel. +44 (0)1494 792421 Fax. +44 (0)1494 793168
E-mail: CIPR0242@sundance.com Web: <http://www.sundance.com>

High res image can be downloaded from:

www.clickintopr.com/editors/articleDetail.asp?pjID=242

Editor Notes

Flemming Christensen founded Sundance Multiprocessor Technology Ltd in 1989 and is the creator of the 'Lego™-style' modular concept that is behind the success of Sundance's COTS products. Hardly surprising when you consider Flemming was born and educated in Denmark from where Lego™ originates.

Steve Chappell is experienced in the application of electronic system level design techniques for FPGA, SoC and DSP systems. He is responsible for consulting and also manages projects in both embedded and high performance reconfigurable computing. His expertise is in the design of signal and image processing systems using FPGAs with both hands-on design and management experience. Before joining Celoxica, Steve was a Research Fellow in Physics at the Universities of Oxford and York, where he developed data acquisition, associated control and analysis systems. He holds a Doctorate in Physics.

Acronyms

DSP – digital signal processing

FPGA – field programmable gate Array

SDR – software defined radio

COTS – commercial off the shelf

SoC – system on a chip

TI – Texas Instruments