

# PRESS RELEASE

29 September 2008



SUNDANCE DEBUTS PXI  
EXPRESS PRODUCTS AND INKS  
DEAL WITH KANE COMPUTING

SUNDANCE

## **Sundance Rolls Out PXI Express Solutions For DSP/ FPGA Multiprocessor Systems at the Embedded Systems Show (ESS), Becomes a Member of the PXI System Alliance and Partners With Kane Computing**

**London England, 29 September 2008** – Sundance, the leading supplier and manufacturer of advanced digital signal processing (DSP) and reconfigurable FPGA solutions today announced that it will be debuting a range of PXI Express products at the Embedded Systems Show, 1st – 2nd October in Birmingham, UK. Supporting the Company's PXI Express product roll-out will be Kane Computing a specialist provider of image processing, DSP and high performance computing (HPC) solutions. PXI Express support strengthens the penetration of Sundance products into target markets where PXI standards conformance and rugged design are a prerequisite.

Product roll-out will begin with Sundance's SMT7 Series that covers more than 25 modular PXI Express DSP/ FPGA solutions. Showcased at the ESS will be the SMT702 that provides 8-lanes of PXI Express and features 2 channels of 3 GHz ADC that can be combined to deliver 6 Gsps, and high density Xilinx Virtex 5 LXT FPGA devices optimized for logic and serial I/O. The generic product building block is the SMT700 that introduces extreme FPGA acceleration to PXI Express systems.

Commenting on the Sundance announcement Matthew Friedman, PXI Platform Marketing Manager at National Instruments said, "As a member of the PXI community, I welcome Sundance into the large group of successful companies that work together within the PXI Systems Alliance. Sundance's technology will lend itself well to the high bandwidth applications enabled by PXI Express."

PXI is an open specification governed by the PXI Systems Alliance <http://www.pxisa.org> that defines a rugged, CompactPCI-based platform optimized for test, measurement and control. The newly announced PXI Express support is a tangible dividend of Sundance's growth strategy and road-map for product innovation. Traditionally Sundance have supplied self-contained and 'Bus-Less' modules for customers who wanted the option of choosing a host platform and then building their solution using Sundance's modular components. Sundance now has the capability to provide rugged, very high performance DSP and FPGA modular solutions to a wider design audience and a rapidly growing PXI market.

Supporting Sundance's PXI Express announcement is Kane Computing who will act as the Company's exclusive distributor for the United Kingdom. 'We had early sight of the Sundance product roadmap and are delighted to be their PXI Express partner', said Richard White, managing director of Kane Computing. 'There is a community of designers and large customer base who, by necessity, need to design using industry standard products, and for many PXI is their preferred solution. This announcement opens the door to the compelling partnership of very high performance FPGA/ DSP with PXI Express.'

Sundance's new PXI Express solutions will debut at the Embedded Systems Show in Birmingham, England 1st – 2nd October 2008. For Show information, go to <http://www.embedded.co.uk/> or email [enquiries@sundance.com](mailto:enquiries@sundance.com). For more information on the PXI Systems Alliance, go to <http://www.pxisa.org>.

### **About Sundance**

Sundance designs, develops, manufactures and markets internationally high performance signal processing and reconfigurable systems for original equipment manufacturers in the wireless and signal processing markets. Leveraging its multiprocessor expertise and experience, Sundance provides OEM with modular DSP and FPGA-based systems as well as data acquisition, I/O, communication and interconnectivity products that are essential to multiprocessor systems where scalability and performance are essential. With over fifty different modules and carriers for PCI, cPCI VME and Stand Alone platforms, Sundance is a solution provider to semiconductor, pharmaceutical and factory automation industries. Sundance, founded in 1989 by the current directors, is a member of the TI Third Party Program, Xilinx Alliance Partner and MathWorks' Connection programs. For more information visit [www.sundance.com](http://www.sundance.com).

### **About Kane Computing**

KCL ([www.kanecomputing.co.uk](http://www.kanecomputing.co.uk)) has been providing Image Processing, DSP and high performance computing products for use in industry, education and research since 1987. KCL has extensive knowledge and experience of providing video processing solutions for many industries. KCL is a Texas Instruments Third Party Partner, supplying development tools and consultancy. KCL has a policy of continual improvement and operates its business in accordance with the requirements of ISO9001:2000. KCL is also approved under the Investors in People programme.

#### **More information:**

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