

TI and Kodak—Working Together to Bring Superior Digital Camera Products to Market



Kodak DX3500

- TI's TMS320DSC21 DSP allows for flexible implementation of image capture and processing functions
- The DSC21 device integrates two processing cores to enable the cameras to process differentiated, high-quality still images
- Multiple GIO ports on the DSC21 enable internal memory storage, USB transfer, and CompactFlash™ removable storage media support

"TI's DSP technology has helped Kodak break new ground with our DX3500 and DX3600 Zoom digital cameras. The flexibility and processing power of TI's programmable DSP solution supports Kodak's goal on delivering user-friendly, feature-rich, high-quality cameras at a competitive price."

Willy Shih

President, Digital and Applied Imaging Division



Kodak DX3600 Zoom

- TI's TMS320DSC21 DSP device delivers multi-function capabilities for a wide range of camera features
- Flexible DSP-based solution allows for synchronized audio and video capture, processing, and playback
- DSP technology allows for flexible implementation of image capture and processing functions
- Two processing cores enable crisp real-time video processing and still capture of high-resolution images

"Texas Instruments' DSP technology is an integral part of our new mc³. It has helped us to bring multimedia sharing and flexibility to a single, fun, easy-to-use unit."

Willy Shih

President, Digital and Applied Imaging Division



mc³

- TI's TMS320DSC21 DSP delivers multiple imaging and audio functionality capabilities
- TI's software allows the developer to add extra features such as audio and video at no extra hardware cost
- The DSC21 enables low power consumption to improve battery lifetime, increasing the amount of time available to photograph and view images as well as enjoy music

For more information, please visit: www.ti.com/sc/digitalcamera

Real World Signal Processing and the red/black banner are trademarks of Texas Instruments. CompactFlash is a trademark of Sandisk Corporation.

REAL WORLD SIGNAL PROCESSING™

**TEXAS
INSTRUMENTS**