Get the best of both worlds: New processor family brings higher performance with real-time processing

Announcement quote sheet

Adeneo

“TI shares our value in the importance of getting customers to market quickly and that is just one of the reasons we are excited to be developing a Window Embedded Compact 7 solution on TI’s AM437x processors,” said Yannick Chammings, CEO, Adeneo Embedded. “A comprehensive set of peripherals on these new processors with software support, combined with our expertise on Embedded OS integration like Windows Embedded, Linux or Android, will really help customers speed up their development process.”

Bytes-at-work

“We are pleased to be working on a SOM based on TI’s AM437x,” said Markus Kappeler, CEO, Bytes-at-work. “Industrial applications always have their challenges so it’s great working with TI’s new family of processors that have a focus on industrial communications. The development process will be simplified with the industrial communication features on AM437x and our specialized SOM.”

Calixto

"Calixto Systems' SOM-based product enablement approach has proven to be very successful in a multitude of customer and product segments,” said Balamurali Divakaran, director, Calixto Systems. “We are very excited to extend our products to TI’s newest AM437x processors because of the high level of integration that these devices offer to customers. Our goal is to ensure that we have a SOM that is pin compatible with our AM335x SOM, with extended features.”

Green Hills

"Green Hills is excited to extend our broad product support to the latest processor generation in the Sitara family from Texas Instruments," said Dan Mender, vice president of business development at Green Hills Software. "When combined with Green Hills Software’s solutions, the new AM437x processors with their extensive array of functionalities are the ideal choice for enabling our customers with the fastest time to market while delivering unmatched system performance, safety and security.”
**Gumstix**

We are excited to be working on a COM based on TI’s new AM437x processor family. TI’s Sitara processor portfolio provides us great flexibility for customization,” said Gordon Kruberg, president and CEO, Gumstix, Inc. “Our Sitara-based COM products let our commercial customers design complete, customized, electronic solutions using the Linux operating system.”

**Ittiam Systems**

“Ittiam has a successful track-record of collaboration with TI and jumped on the opportunity to develop a new codec 3p solution on the AM437x processors,” said Sheela Prabhakar, vice president of industrial and defense solutions business, Ittiam Systems. “This new processor family includes a vast number of features as well as the extensive integration which helps us develop very efficient media codecs and build differentiated solutions for complete system design.”

**Mentor Embedded**

“Mentor Graphics is pleased to support TI's new AM437x processor family with our scalable, high-performance Nucleus® RTOS and Mentor Embedded Linux® solutions," said Scot Morrison, general manager of embedded runtime solutions, Mentor Graphics Embedded Software Division. "TI's silicon combined with Mentor’s breadth of solutions, which include rich graphics, connectivity, security, development tools and services, will enable developers to successfully meet their challenging design goals.”

**Mistral Solutions**

“Mistral Solutions is excited to be developing a product on module (POM) based on TI’s new AM437x processor family,” said Anees Ahmed, CEO, Mistral Solutions. “The POM can be used for any new product design. We will give customers the support they need for short time-to-market as well as cost-effective solutions. The POM will support Linux and Android and help product designers access all the peripherals of AM437x processors. This will speed up the development time for customers resulting in accelerated product deployments.”

**QNX**

“We are thrilled to work with TI on a new solution to address the growing sophistication and performance requirements of real-time embedded systems,” said Peter McCarthy, director of global alliances at QNX Software Systems, a BlackBerry subsidiary. “By combining the QNX® Neutrino® RTOS and the new QNX Apps and Media SDK with the integrated Sitara AM437x processors, our joint customers can enjoy new levels of scalability and create a wide range of connected, high-performance industrial applications, including systems with feature-rich graphical user interfaces.”

**SmartEmbedded**

“Smart Embedded Systems; based in Silicon Valley, is pleased to offer very compelling options to OEM customers for development of PRU based applications on the AM437x processors,” said
Dr. Baldev Krishan, President/CEO of Smart Embedded Systems. “Our goal is to make the use of PRU much easier and cost effective for the OEM customers and also help customers of AM437x focus their time on differentiating their designs.”

WindRiver

“The power of the ARM® Cortex® A-9 processors along with the vast number of features in TI’s new AM437x processor family is a compelling offering for a wide range of applications,” said Dinyar Dastoor, vice president of product management at Wind River. “Our VxWorks and Wind River Linux operating systems running on TI’s new devices address the high-reliability challenges faced by our customers in performance-driven markets.”

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