

Datalight FlashFX Pro & Reliance Deliver Performance, Reliability & Reusability for Texas Instruments OMAPV1030 Processor

The Challenge

Widely recognized as the leading manufacturer of wireless semiconductors, Texas Instruments delivers real-time technologies and solutions to customers in the fast growing wireless market. Increased demand by OEMs to bring their products to market more quickly and to iterate their designs rapidly, led TI to develop the OMAPV1030 processor, the first product in the OMAP-Vox™ family of multimedia optimized EDGE solutions. To help this product stand out in the marketplace and allow their customers to leverage development efforts across multiple handset variations, TI knew that it needed to develop an integrated system that was adaptable and re-usable among every member of the OMAP-Vox family.

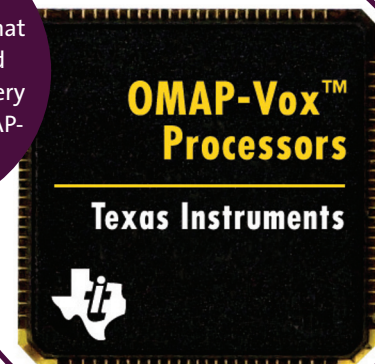
The Datalight Solution

After extensive research, TI found the combination of Datalight® FlashFX® Pro intelligent flash manager and Reliance™, fault-tolerant embedded file system, to be the right choice for their OMAPV1030 solution. FlashFX Pro provides the application software written by OEMs with a seamless interface to flash memory as if it were a hard drive, reducing complexity in application design. Furthermore, because of the extensive array of flash technologies supported by FlashFX Pro, the software platform will be reusable regardless of changes in the specific flash chips deployed.

Reliance is specifically designed to eliminate the risk of data corruption in embedded devices that operate in environments where power interruption may occur, without sacrificing system performance. The unique ability of Reliance to co-exist with native FAT file systems will allow TI customers to store information critical to the operation of the handset within a Reliance-formatted partition and not-so-critical information within the less reliable FAT partition.

Datalight worked with TI to integrate Reliance into their OMAP-Vox platform and continues to provide support as TI's customers bring products based on the OMAPV1030 processor

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to market. The responsiveness of Datalight support was a key influence in TI's choice of FlashFX Pro and Reliance.

“In the final push to bring a product to market for an important customer of ours, Datalight got all the right people involved to support our development teams across 4 countries and the whole component value chain. We are delighted to work with a partner sharing our customer satisfaction values.”

– Jean-Philippe Galvan, Product Manager, WTBU, Texas Instruments

The Customer Payoff

With FlashFX Pro and Reliance, TI met its performance, reliability and reusability design goals for the new OMAPV1030 solution and established one of the industry's most highly integrated and optimized EDGE solutions, combining applications and modem on a single device to enable handset manufacturers to reduce costs and speed time to market.

Due to the success of the OMAPV1030 processor, TI plans to continue to include Datalight software on other products in the OMAP-Vox line.