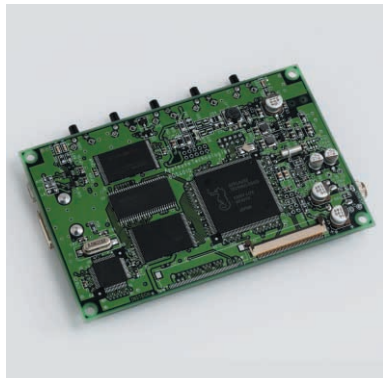


Applause Technologies releases High Performance Multimedia Board, "BDS4010".



■ **Shipment time of sample :**
 End of January, 2007

Multimedia board, "BDS4010" realizes Graphics / audio / human interface by itself

Applause Technologies, Co., Ltd. (Tokyo) has developed high performed multimedia "BDS4010". This board has our system LSI "AP4010", SDRAM, (NOR/NAND), and the interface to color LCD (up to SVGA), to TV (NTSC/PAL), touch panel interface, USB 2.0 (full speed), audio input/output and others on it.

It is based on the industrial standard ARM926EJ core (108MHz) which is well-adapted for its high performance and low power consumption as CPU so that various OS or middle ware can be ported very smoothly.

In addition, built-in Graphic Drawing Processor enables fast processing of the drawing to a flame memory (BitBLT), and scaling / rotation / alpha blending can be made on hardware. This board size is nearly as 4 inch wide LCD, it features multi function but compact size design. And this makes it possible for you to develop high performance devices with some display devices like a Mobile

Information Terminal, POS Terminal, Measuring Equipment, Panel Controller, Order Terminal, Educational Device, Digital toy and others in a short time period.

We can customize for you based on your choice of LCD interface ,memory , and the other interface as needed.

■ Specific

Multimedia Processor	CPU	ARM926EJ (CPU clock: 108MHz, bus clock: 108MHz)
		Instruction cache: 8KB, Data cache: 8KB
	Instruction memory: 8KB, Data memory: 16KB	
	Graphic Drawing Processor	BitBLT, Alpha blending
		Affine transformation (scaling / rotation / parallel transformation)
Memory	SDRAM	32MByte
	NOR FLASH	16MByte
	NAND FLASH	64MByte
USB I/F		"AP4010" built-in USB controller Full-Speed Function: 1ch
		Philips USB host controller Full-Speed Host: 1ch
Serial I / F		2ch (*1)
LCD Output		3.5 inch QVGA LCD interface 54 pins FPC: 1ch
		4 inch wide QVGA LCD interface 50 pins FPC: 1ch
TV Output		1ch (NTSC/PAL)
Audio Output		1ch (stereo mini jack)
Microphone Input		1ch
Touch Panel I / F		1ch
Calendar		Real time clock (implementation of socket for CR2032 button battery)
Power		AC adapter connection / DC 5V±10%
Power Consumption		Less than 1W (*only board unit not including external load)
PCB Size		110mm570mm52.0mm 6 coats (without connector or projection)

(*1) It can not be used when you use NAND Flash and USB.
 1ch can be used when you use NAND Flash or USB.

About Applause Technologies, Co., Ltd

We provide our LSI and system solutions for multimedia. We undertake a planner, a developer, and a sellers of it. Our technologies have strength for graphic, embedded CPU, high performance system developments. "AP2010" sold on 2005 is into Sega Toys' intelligence toy, name of "Advanced PICO Beena™".

[Company Outline]	Founded	July 2002 in California, USA
	Established	August 2003 in Tokyo, Japan
	Capital	401.2 million YEN (\$ 3.65million)
	Sales	300.0 million YEN (2005)
	CEO / president	Yukio Sakaguchi

Applause Technologies, Co., Ltd.

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