
Incoras Solutions announces MediaDesigner™ The Total Solution for OpenMAX IL Development

Incoras Solutions' MediaDesigner™ ...jump-start the adoption process; build, test and deploy OpenMAX applications right out of the box!

Dublin, Ireland, May 19, 2009 — Incoras Solutions Ltd today announced the full release of MediaDesigner version 1.2, Eclipse-based design and test workbench that dramatically reduces time-to-market, costs and risks in the development of multi-media products using the Khronos OpenMAX IL standard. As a contributing member of Khronos, Incoras Solutions has used its in-depth knowledge of the OpenMAX IL standard to develop a leading edge design tool that addresses a niche in the multi-media market.

"Khronos defines open, royalty-free standards that are gaining widespread adoption across the industry and are enabling developers to accelerate rich media applications on multiple platforms," said Neil Trevett, president of the Khronos Group. "Tools are critical in a standards ecosystem and so I am delighted that Incoras is announcing full support for OpenMAX IL in the MediaDesigner workbench. With its ability to automatically generate and test OpenMAX IL component interfaces, MediaDesigner offers an easy way to leverage the power of the OpenMAX IL standard for both existing users and newcomers alike."

"We are excited to offer MediaDesigner support for the OpenMAX IL standard," said Dave Murray, CEO of Incoras Solutions. "The high level of complexity of today's media-rich mobile platforms demands a comprehensive set of cross-platform open standards, coupled with intelligent tool support. OpenMAX IL and the MediaDesigner workbench offer the ideal combination to address a real and growing need in the market place."

The underlying model-based methodology adopted in MediaDesigner delivers a breakthrough in design efficiency, allowing Silicon vendors, OEMs, OS vendors and 3rd party algorithm suppliers to rapidly create OpenMAX IL solutions and speed through the Khronos adoption process. MediaDesigner allows multi-disciplined teams to specify, build, test, demonstrate and deploy OpenMAX components and integrated media applications in an intuitive, coordinated & consistent manner. Already proven with a range of OpenMAX IL enabled platforms, MediaDesigner's plug & play methodology yields huge savings in design and test time, while improving product quality, consistency and re-use.

"Looking beyond today's solutions, MediaDesigner for OpenMAX IL clearly paves the way for ongoing innovation in the mobile space. Ultimately the MediaDesigner philosophy is about delivering smart Software Design Kits to all stakeholders, so communities of developers can innovate on the most complex mobile devices, creating the most compelling media-rich user experience."

For the many organizations that have already made the strategic decision to build solutions based upon OpenMAX IL, MediaDesigner offers the ideal team-based design environment for rapid results. For vendors considering adopting OpenMAX IL, MediaDesigner is the ideal starting point.

About Incoras Solutions

Incoras Solutions is an independent software tools vendor and embedded systems consultancy with its headquarters in Dublin, Ireland. Incoras has extensive experience in embedded multi-media software design and the development and supply of advanced design tools. More information can be found at www.incoras.com

About Khronos and OpenMAX

The Khronos Group was founded in January 2000 by a number of leading media-centric companies, including 3DLabs, ATI, Discreet, Evans & Sutherland, Intel, NVIDIA, SGI and Sun Microsystems, dedicated to creating open standard APIs to enable the authoring and playback of rich media on a wide variety of platforms and devices. Today, The Khronos Group is a member-funded consortium focused on the creation of royalty-free open standards for parallel computing, graphics and dynamic media on a wide variety of platforms and devices.

OpenMAX™ is a royalty-free, cross-platform API that provides comprehensive streaming media codec and application portability by enabling accelerated multimedia components to be developed, integrated and programmed across multiple operating systems and silicon platforms. The OpenMAX API will be shipped with processors to enable library and codec implementers to rapidly and effectively make use of the full acceleration potential of new silicon - regardless of the underlying hardware architecture.

For further information visit www.khronos.org

Editors Note

MediaDesigner is available for license through Incoras Solutions Ltd. OpenMAX IL specification and conformance tests are available from Khronos.org.

MediaDesigner™ is a trademark of Incoras Solutions Ltd. All other standards, product or service names are the property of their respective holders.

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