BitFlash Mobile SVG Player & SDK
Mobile Scalable Vector Graphics (SVG) for the OMAP platform

Texas Instruments OMAP™ platform is ideal for creating high-performance, resource-efficient wireless devices — particularly when battery life and efficiency are major concerns.

Now, thanks to an agreement with BitFlash™, it’s also ideal for meeting the new 2D graphics multimedia standard mandated by the 3GPP for supporting rich, scalable interactive graphics.

Increased functionality without increased costs

More and more organizations are discovering scalable vector graphics (SVG) as an efficient way to render and transfer images — particularly on mobile devices.

BitFlash has been championing Mobile SVG since the standard first evolved and has been instrumental in defining the standard. Because the BitFlash Mobile SVG Player is built from the ground up to run in memory-constrained environments, it leaves room for other value-added applications. As a result, your next wireless device can deliver a sophisticated user experience with cartoons, e-cards, email attachments — even animations — without a dramatic increase in manufacturing costs.

Leverage the speed and low-power advantages of the OMAP platform

The BitFlash Mobile SVG Player is the world's only fully compliant Mobile SVG player for wireless terminals. It can be integrated into a device at multiple levels and is designed to support rich, predictable, and interactive SVG Tiny and SVG Basic graphics and animations based on W3C specifications. It is also fully compliant with the 3GPP's recent recommendation for SVG Tiny support on next-generation multimedia messaging service (MMS) devices.

BitFlash technology is ideally suited to the OMAP platform because of the unique architecture of our patented graphics rendition engine. High-performance and

DEVICE MANUFACTURERS
Display sophisticated graphics on mobile devices without incurring excessive build costs.

CARRIERS
Deliver visually rich, killer applications and content over bandwidth-constrained wireless networks. Attract new subscribers, increase revenue per user, and reduce churn with a much more compelling user experience.

DEVELOPERS
Create content and services that display consistently and predictably on multiple devices without re-authoring.

Any content — in any numbers of ways. Get the picture?

BitFlash + OMAP platform = high-performance, interactive graphics for low bandwidth networks . . . zoom into a layered image without waiting for more content from the server.
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resource-efficient, it does not rely on the services of an OS to render visual content on a device. That means it's fast! (It even surpasses the current graphics capabilities of native operating systems.) This OS-independence also means you can roll out wireless devices on different platforms with predictable and consistent graphics rendering and performance across all your product lines.

Together the BitFlash Mobile SVG Player and the OMAP platform provide a foundation for delivering rich, standards-based multimedia content with smooth Mobile SVG playback and without compromising battery life. It's a combined offering that provides exceptional functionality in a surprisingly small footprint — ideal for handset manufacturers who are under pressure to offer increased functionality without dramatically increasing the cost of production.

**Availability**

The BitFlash Mobile SVG Player for the OMAP platform is available as a shared library or as a plug-in to browsers, email, and other messaging clients and applications. It also supports an open, well-documented XML-based API.

The BitFlash Mobile SVG Player and SDK is now available from TI as part of a standard software offering on TI’s OMAP application platform, including the OMAP1510, OMAP710 and OMAP310 device processors.

For more information or to order, contact: Jeff Wender at 214 480.3355 or jwender@ti.com.

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