



FOR IMMEDIATE RELEASE

**IVEIA ANNOUNCES THE ATLAS-I-Z7e™ SMALL FORM FACTOR PROCESSING MODULE FEATURING THE XILINX® ZYNQ™ - 7000 EXTENSIBLE PROCESSING PLATFORM**

Nuremberg, Germany, March 1, 2011 /PR Newswire – At Embedded World 2011, iVeia today announced the Atlas-I-Z7e™, a small form factor processing module featuring the newly launched Zynq™ -7000 Extensible Processing Platform from Xilinx. The Zynq devices integrate 28-nm FPGA technology with embedded dual ARM® Cortex™-A9 processors enabling a new level of performance for low-power applications. The Atlas-I-Z7e is nearly half the size of a credit card with a Xilinx Zynq-7020 device, 512MB of LPDDR2 memory, USB 2.0 OTG, Secure Digital (microSD/SDHC) memory card, audio and more, as well as a number of soft peripherals options available from iVeia and Xilinx. The Atlas-I-Z7e is fully supported by embedded Linux and Android with distributions available from iVeia.

The Atlas-I-Z7e supports iVeia's Velocity Embedded Hybrid Framework (Velocity-EHF)™, a portability layer iVeia offers with all of its products. "The Velocity-EHF has just recently enabled one of our key customers to port their application from our PowerPC™/Virtex™-5 FPGA Titan-V5e™ product to our ARM/Spartan-6 FPGA Atlas-I-LPe™ product in only one day," said Michael Fawcett, CTO of iVeia. "The Velocity-EHF is being fully optimized for the advanced Zynq-7000 family architecture and I expect to see a significant performance improvement for many of our customers."

The Atlas-I-Z7e is the latest addition to iVeia's Atlas family of low-power, small form factor COTS processing modules. Atlas modules are form-factor and electrically compatible, so Atlas applications can benefit from frequent technology refreshes as new modules become available from iVeia. Market-specific development kits are available for the Atlas family of products that provide a complete path from development to deployment.

Look for live demos of the Atlas-I-Z7e in Q4 2011, and production availability in 2012. Customers interested in the Atlas-I-Z7e and the Velocity-EHF can begin development on iVeia's Atlas-I-LPe.

For additional information, please contact iVeia or visit our website at [www.iVeia.com](http://www.iVeia.com).

**About iVeia, LLC**

Founded in 2005, iVeia is a veteran-owned small business focused on providing high-performance, low-cost solutions where size, weight, and power are critical requirements. iVeia's scalable and modular architectures allow for rapid development of cost-effective signal and image processing systems.

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