

# Facilitating software application development.



CASE STUDY

## Summary

The Zoom™ OMAP34x-II Mobile Development Platform (MDP) brings together the tools mobile application developers require to bring innovative applications to market quickly. Our world-class product realization capabilities of System on Modules, design, development, and manufacturing teamed with TI's applications processing technology result in a product that speeds software development for smartphones and mobile Internet devices (MIDs).

## Challenge

When Texas Instruments needed to bring its new Zoom OMAP34x-II MDP to production in less than 6 months, they knew they could rely on Beacon EmbeddedWorks to provide a fully integrated solution.

## Solution

Rapid product development would require collaboration between our product design, mechanical engineering, electrical engineering, systems engineering, supply chain, and manufacturing teams. This real time cooperation was essential to orchestrate a quick, cohesive solution that exceeded market expectations and significantly raised the standards for mobile development platforms. With no margin for error, we managed communication between internal teams, Texas Instruments, and our various suppliers leading to the on-time launch.

## More Information

### Why choose a Beacon EmbeddedWorks SOM?

See what differentiates our SOMs from the rest.

[beaconembedded.com/system-on-modules/](http://beaconembedded.com/system-on-modules/)

### About Beacon EmbeddedWorks

Beacon EmbeddedWorks is a full-service provider of innovative System on Modules (SOMs). Backed by a suite of customization, security, and support services, our dependable, pre-certified, and feature-dense embedded solutions serve the most strenuous applications.



## Solution Continued

Beacon's integrated team explored component layout configurations with developer-friendly product concepts for Texas Instruments. The exploration process consists of evaluating critical user, mechanical, electrical, and manufacturing impacts in real time. Our team began by thoroughly considering options and quickly locking down a compelling design. With the design confirmed, we were able to parallel path detailing and production of the touch screen interface and the alphanumeric keypad. While these aspects were perfected, our mechanical teams developed production tooling for the housings and electrical teams refined the board layout. Frequently, databases were translated into physical prototypes to confirm component fit, layout, mechanical actuation, clearances, tolerances, and user interface ergonomics. Our NPI team seamlessly transitioned the product to manufacturing and supply chain teams for the ramp up to production.

## Results

Fast, slim, and innovative, the Zoom OMAP34x-II MDP launched in February 2009 at Mobile World Congress in Barcelona. The device boasts a veritable laundry list of MDP functionality including: SOM with TI's OMAP3430 processor, High definition 4.1" Widescreen LCD with capacitive Synaptics touchscreen, WiFi, Bluetooth, 3G, Stereo speakers, dual mic, accelerometers, full-function and custom QWERTY keypad and much, much more.

Our industry-leading embedded solutions take our product-ready SOMs and combine them with the integrated cross-discipline product development services to deliver full product realization success. Our collaboration with TI provided the solution necessary for uniting low-power requirements of embedded applications with the multimedia-rich expectations of Smartphones, Mobile Internet Devices (MIDs) and Netbooks.

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