



Customer Testimonials

Telestream: “Professional digital media applications require support for a diverse array of codecs and the ability to quickly deploy them,” said **Shawn Carnahan, CTO, Telestream**. “We adopted Ambric’s RMP platform because its reconfigurability enables us to quickly adapt to market changes and it gives us the ability to future proof our design.”

Another key benefit of the RMP platform is that it offers a broad collection of pre-tested codec and video processing IP content, industry-proven software development tools and libraries, and the family of Am2045 GT, Am2045 GT2™ and Am2045 GT2-SDI™ reference boards.

Pixellexis: “Using the RMP platform we are able to accelerate development of our RedBrix™ product by months,” said **Stefany Allaire, CEO, Pixellexis**. “With the multi-card option for RedBrix, our customers can run multiple codecs simultaneously or hyper-accelerate one codec across multiple cards. Only the RMP platform and the underlying Am2045 MPPA device enables us to do this.”

For users developing codecs, the RMP platform is very effective at lowering development costs because of the OpenVIS toolkit and compliance standard. The OpenVIS compliance standard is an easy-to-adopt specification that ensures interoperability of codec modules. The standard enables the plug-and-play of different codecs into the host application and the hardware. This promotes reuse of software which results in much lower development costs.

Darim Vision: **Reo Kim, Darim Vision CEO**, said “We adopted Ambric’s RMP platform because of its rich diversity of IP codec offerings and the speed at which we can develop a solution. We are convinced this is the best way to quickly get a high performance product to market.”

Many customers and third party IP providers are adopting the RMP platform to create a whole range of interoperable codecs and video processing IP. The limitations of using DSPs and FPGAs for advanced video processing applications have resulted in users seeking new solutions that will easily scale over time with growing market demands.

Silicon Imaging: “Solving real time high definition video processing and digital cinema coding functions poses some unique programming challenges,” said **Ari Presler, CEO of Silicon Imaging** (www.siliconimaging.com/DigitalCinema). “Having [aDesigner] an integrated tool suite [from Ambric] that can simulate and execute the design in hardware eases development of new products and features for high resolution and high frame-rate imaging, which are critical to the broadcast and cinema production market.”

Cloudshield: “In network security and deep packet inspection we are always dealing with growing volumes of data,” said **Peder Jungck, CTO, CloudShield Technologies Inc.** (www.cloudshield.com). “Building IP service control and infrastructure protection solutions that meet these challenges in a timely manner requires us to have a development environment that is powerful yet flexible. With aDesigner [from Ambric] it is easy to create, update, and extend Am2000 MPPA designs quickly. We expect Ambric’s tool suite to reduce development times significantly compared with traditional DSP programming methods.”