

News release

The most innovative HMI System on Module

Exor launches the new HMI Engine A720-F. A fully Human Machine Interface oriented System-on-Module.

Italy, Milan, 04 May 2010

The HMI Engine A720-F module is part of a complete range of System-on-Module (SOM) Human Machine Interface systems that, thanks to its FPGA-based architecture combined with a high performance ARM MPU, boasts maximum flexibility in handling a virtually unlimited variety of displays, touch screens and communication interfaces.

The UltiLogic (www.ultilogic.com) HMI Engine fulfils the requirements of various markets such as industrial control, communications, transportation, by providing a comprehensive perfectly tailored set of features.



The A720-F features the OMAP3530 high-performance ARM Cortex-A8 720 MHz from Texas Instruments (www.ti.com). With an integrated DSP, graphics engine, DaVinci software technology and a rich peripheral set, the OMAP3530 processor brings high performance and power efficiency to advanced user interface applications.

"The A720-F offers a highly integrated and flexible SoM which enables developers to build extremely advanced HMI applications, leveraging the latest TI processor technology". Elizabeth De Freitas, ARM Processors Product Marketing Manager at TI.

The system on module runs Windows Embedded CE 6.0 R3 (<http://www.microsoft.com/windowsembedded/en-us/default.msp>) that provides the tools and technologies to create devices with an unmatched experience for the end user.

"Windows Embedded is committed to helping its partners and their customers meet the need for high performance and flexible architecture," said Lorraine Bardeen, group marketing manager for Windows Embedded

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at Microsoft Corp. "We're excited to work with Exor and our global ecosystem to utilize Windows Embedded CE 6.0 R3, as well as the entire Windows Embedded portfolio of platforms and technologies, to deliver specialized devices with rich and compelling user experiences and streamlined connectivity to the world of Windows."

The module provides mezzanine connectors with 320 pins and a grid of 0.8mm (different stack options are available). HMI Engine peripherals and GPIO signals are all connected to FPGA and assure unique feature to fully configure the product design. Standard Base UtiLogic FPGA version is integrating Ethernet Port, Serial Ports, Video Controller, Graphic Accelerator SoC configuration.

HMI Engine UtiLogic FPGA is using a high performance System Bus Architecture and field-proven IP library in order to assure high flexibility in design of the product.

The FPGA architecture and Windows Embedded CE 6.0 R3 drivers are "Functional blocks", more than IPs, optimized for performance, flexibility and scalability to be used in OEM products. Several General Purpose I/O (GPIO lines) are available in case of custom applications.



Exor HMI Engine is typically plugged onto a baseboard that provides connection to the specific LCD display and touch, and moreover provides physical connection for all the communication or field interfaces.

The HMI Engine A720-F module and the xHMI Evaluation Kit A720-F evaluation kit will be available starting from June 2010.

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Picture download:

- [Picture](#) "Ultilogic FPGA System on Module (SOM)"

Web Sites:

<http://www.exorint.net>

<http://www.ultilogic.com>

<http://www.jmobileproject.com>

Third party websites:

<http://www.ti.com/>

<http://www.windowembedded.com>

Please send readers' questions regarding "PRL20100504" to:

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Company Profile

Nearly 40 years ago, Exor International began designing and manufacturing customized electronic controllers for the plastic molding industry while providing its customers with exemplary service. In the 1980s, we developed one of the first Supervisory Control & Data Acquisition (SCADA) systems, and pioneered the development of "soft" Programmable Logic Controllers.

Exor Electronic R & D was established in the US in 1989, and a year later, we created our first Human Machine Interface (HMI) Operator Panel. The early 1990s witnessed a significant expansion in the market, and with it came the worldwide distribution of Exor's products. In 1995, Exor GmbH was incorporated, and this was followed soon thereafter by Exor India.

In the past 20 years, Exor has sold over 700,000 units in 43 countries in factory, building and marine automation. Today, customers receive our products from more than 40 major distributors. We remain the market leaders in the industry and continue to create new HMI technologies and applications.

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