SAMSUNG Processors Provide High-End Multimedia Capabilities to New Consumer HP iPAQ Mobile Media Companions

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Samsung Electronics Co. Ltd., a leader in advanced silicon technology solutions, today announced that its family of mobile application processors will be implemented in the new line of HP iPAQ Mobile Media Companions. By enabling new types of consumer-oriented applications such as photography and music, Samsung's mobile application processors are helping to turn next-generation devices like the HP iPAQ into all-encompassing mobile information platforms.

"We are focused on developing advanced mobile solutions for the handheld and advanced mobile handset market," said S.H. Hong, director of sales and marketing, System LSI Division of Samsung Semiconductor. "With our processor technology powering HP's new iPAQs, consumers will see a considerable increase in graphics and multimedia performance."

The HP iPAQ rx3115 and rx3715 feature Samsung's S3C2440 mobile application processor; the HP iPAQ rz1715 features Samsung's S3C2410 mobile application processor. These ARM-based processors allow seamless interoperability with Microsoft's Windows Mobile operating system. They also allow for easy integration of key components including memory and graphics controllers.

For the HP iPAQ devices, Samsung's mobile application processors enables value-added end user features through a camera interface, TFT

& STN LCD display support, SD/MMC/SDIO, USB host and device, and touch screen interface. Samsung's S3C2410 and S3C2440 processors support Microsoft Windows CE and offer the advantages of a built-in NAND flash boot loader so that high-density NAND flash memory can be used without having to install an additional support chip.

Both processors feature an ARM920T core, a 16/32-bit RISC microprocessor for high performance in a small form factor and low core voltages. The S3C2410 and S3C2440 mobile application processors are developed using 0.18um and 0.13um CMOS technology, respectively. They also have a memory compiler and have adopted the advanced microcontroller bus architecture (AMBA).

"Samsung's mobile application processors provide a superb combination of performance and low power consumption," said Cindy Goodman, handheld product manager, Personal Systems Group for HP. "By incorporating Samsung technology into our iPAQ Mobile Media Companions, HP has enabled consumers to enjoy photos, music and video wherever they go."

The original press release can be found here.