Electronic Point of Service Solutions

Enterprise Tablet Reference Design

Texas Instruments

www.ti.com/etablet

Enterprise Tablet Reference Design

Get to market fast with your customized application specific TABLET

Sample Unit MSRP: US$ 999
BOM: <$70 (for 100 KU)
Availability: Now

Customize to your needs:

- Enterprise / Retail
- Health care
- Hospitality
- Home/Building automation
- Education & Toys

KEY FEATURES

- TI's ARM Cortex®-A8 Processors (Sitara™ AM3354)
- DDR 3 Memory – 512MBytes (upgradeable 1G Bytes)
- Nand Flash – 512 Mbytes
- Micro-SD Card – Expandable up to 4GB
- WiFi + BT on Board (Jorjin Module)
- High Speed USB Host Port
- USB OTG Port
- 3 MP camera (optional)
- 7" LCD with Capacitive touch screen
- WVGA display (800x480)
- Android ICS 4.0 / Linux 2.6 OS
- 3300 mAHr capacity battery with Protection circuit

Developed, sold and supported by TI partner
AllGo Embedded Systems Pvt. Ltd.

Texas Instruments

Application Specific Low Cost Tablets with Enterprise Tablet Reference Design

Enterprise/Retail
- Inventory Mgmt/Fleet Mgmt
- Digital Retail Catalog

Healthcare
- Electronic Medical Records
- Digital Imaging

Automation
- Home automation panel
- Building management

Toys/Gaming
- Toy look and feel
- Educational/Creative tools

Education
- Digitized books, interactive
- Mostly Government initiatives

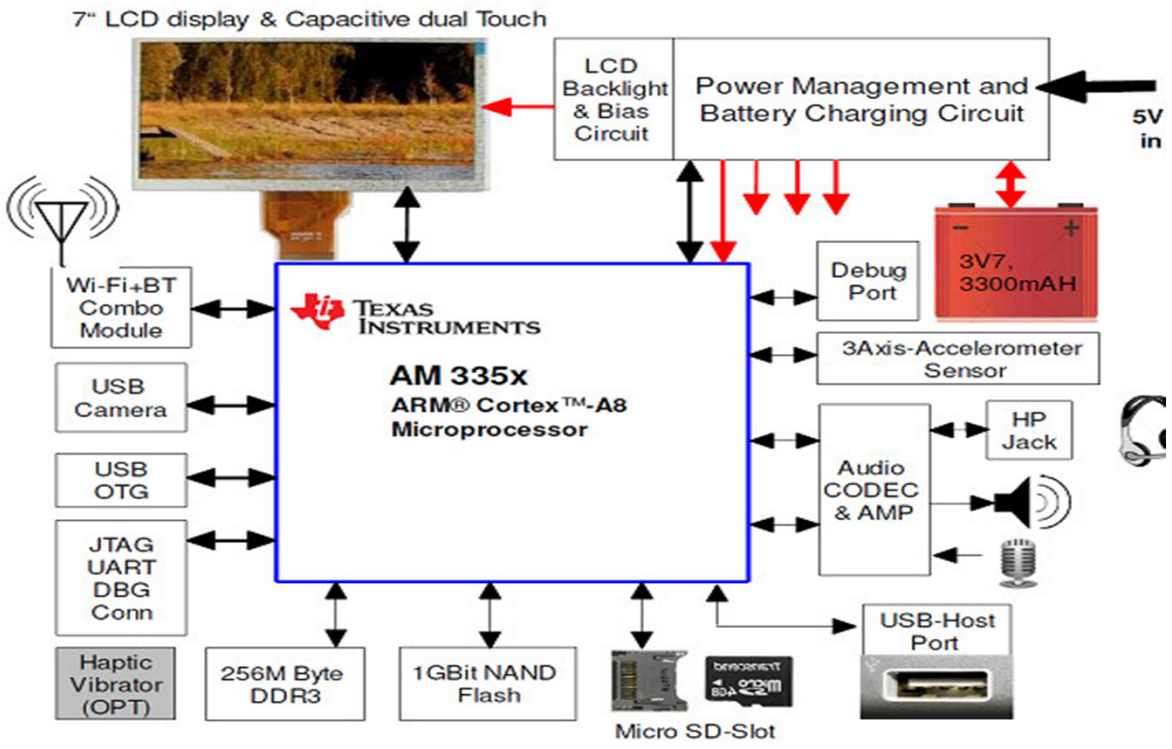
Hospitality
- Hotel Room Service
- Restaurant table service

Enterprise Tablet - System Block Diagram

Reference Designs/Tools
- Enterprise Tablet Reference Design Kit

Key Software
- OS: Android Ice Cream
- Graphics: OpenGL ES2.0
- Audio Decoder: MP3, AAC
- Video: MPEG4, H.264

Embedded Processors
ARM® Cortex™ – A8
- AM335x
- AM35xx
- AM37xx/DM37xx



Power Management
- **TPS65xxx -** Integrated Power management IC for battery power management
- **BQ24xxx -** Synchronous Switch-Mode Li-Ion and Li-Polymer Stand-Alone Battery Charge

Interface/Connectivity
- **WL12xx -** WLAN 802.11 b/g/n & Bluetooth v2.1+EDR Transceiver

Other SC products
- **AIC31xx –** Audio Codec
- **TPS61xxx –** LED Driver
- **TPS63xxx** – Buck Converter
- **TPA721** – Audio Amplifier

Sitara™ ARM® Processors: Getting Started

- **Product Information, User Guides and Apps notes**
  - Sitara ARM® Processors – AM335x, AM37x, AM35x
  - Power Management ICs – TPS65920/21, TPS65950/51
  - WLAN and Bluetooth - WL1271, WL1281 modules from TI Partners
- **Hardware Development Kits**
  - AM335x Evaluation Module
  - AM335x Starter Kit
  - AM37x Evaluation Module
- **Software Development Kits**
  - Linux SDK for AM335x
  - Android SDK for AM335x
- **On-Demand Support**
  - Open Source software Portal
  - TI Sitara Wiki page
  - E2E forum for Sitara
  - Enterprise Tablet Email support: tabletrdk@list.ti.com

Enterprise Tablet RDK: Business Model and Pricing

Enterprise Tablet: What do you get?

Hardware

- AM3354 Enterprise Tablet Reference Design Kit. The Kit will include the following
  - One Enterprise Tablet DRK unit
  - AC (universal) charger
  - Quick Start/Setup guide
  - Online download of design files after registration including PCB Layout and Mechanical files, BSP and example application software, BOM and other documentation

Software/Firmware

- Production quality Android ICS4.0 or Linux 2.6 OS with source code for board support package

Note: Kit purchase includes a unit with plastic enclosure. But the purchase WILL NOT include the manufacturing MOULD for the plastic enclosure

ACCESS to documents/software is provided via INTERNET DOWNLOAD through third party; once user has purchased ONE evaluation unit, download access will be granted.

Enterprise Tablet: Customer Business Model

Evaluation Phase

- **Evaluation**
  - Purchase units from AllGo Embedded Systems (aka AllGo) for US$ 999 each
  - One Reference kit includes one Enterprise Tablet RDK unit with documentation and access to design files online after registration
  - Up to 8 hours of Telephone and Email Customer support for setup and evaluation ***provided by Allgo***
  - Order online directly from Allgo Embedded Systems

Development Phase

- **Internal Development**
  - Customers can do their own customization (hardware and software based on reference design)
- **Outsource Development**
  - Contract with AllGo for custom design and development support
  - NRE to be decided based on customization effort
  - Engagement between customer and Allgo directly on terms and conditions

Production Phase

- **Buy finished goods**: Customers buy finished product directly from AllGo in volume. Customer to work directly with AllGo on pricing and terms
- **Self Manufacture**: Customers use design source files and manufacture on own or work with independent ODM.

TI Partner Profile

AllGo Embedded Systems Pvt. Ltd.

Allgo Embedded based out of India is a leading developer of embedded technology solutions. Allgo has extensive experience in delivering turn key solutions from concept to production. Current areas of expertise cover many market segments including multi-media, automotive infotainment and vision applications.

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AllGo Value Added Services

Custom product development

- Product specific BOM optimized board
- Android customization
- Application development
- Volume production through a CM partner

Software

- Customized home screen
- Back-end server integration
- Video analytics (www.allgovision.com)

Hardware / drivers

- Camera/I2C, Resistive touch panel, Ethernet, Wifi direct
- Finger print scanner, IRIS detection, GPS, 3G for different carriers, NFC
- Barcode / Mag card / Smartcard / RFID readers, thermal printer, QR code scanner
- Zigbee, proximity sensors
- BT LE

Visit ti.com/etablet for more information
Email tabletrdk@list.ti.com for any questions

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