NXP Showcases Stunning i.MX 8 Multisensory Experiences at FTF 2016

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Introduces i.MX 8 multisensory enablement kit to advance innovation in secure human interfaces for the digital world

AUSTIN, Texas, May 17, 2016 (GLOBE NEWSWIRE) -- **(NXP FTF 2016)** – NXP Semiconductors (NASDAQ:NXPI), today debuted the potential of secure, vivid and interactive interfaces powered by next generation i.MX 8 applications processors. NXP also introduced a multisensory enablement kit (MEK) based on i.MX 8, a multisensory processor family that promises to transform everyday interactions by advancing multimedia and display interfaces across demanding compute and media-intensive applications.

A photo accompanying this announcement is available at http://www.globenewswire.com/NewsRoom/AttachmentNg/7484f6c1-7c72-4e48-a3e1-d033976cabbf

The new i.MX 8 multisensory enablement kit combines the industry's most scalable applications processor family, high level of system security and exceptional power efficiency. It features system partitioning to make it easier for developers to focus on innovative application software-defined outcomes with hardware-defined security to ensure safety and privacy in various critical applications including connected vehicles, and connected medical or industrial machinery and tools. With the intelligent i.MX 8 architecture, data can be accessible and securely extracted for meaningful information and value to consumers and businesses.

"The era of supercharged computing is here and offers a lot of potential to transform the way we work, live and play," said Geoff Lees senior vice president and general manager for the microcontroller business line at NXP. "In this new world of GPU-acceleration, consumers can anticipate amazing interactive experiences with machines and connected devices around them. The i.MX 8 architecture gives developers freedom to flex their imaginations and design natural human machine interactions for everyday activities with everything in life."

Multi-Sensory, Vivid Experiences with Any Object or Surface

i.MX 8 is designed to enhance interactivity using a powerful media engine. It features 4K video and graphics performance that can be implemented in most surfaces or objects that may benefit from virtual or augmented reality-based experiences. The technology opens opportunities to develop human machine interactions like robotic and vision detection, personal drones for family or businesses and wearable devices that can enable scanning for modern industrial automation and efficiency.

Private and Personalized Interactions

The smart i.MX 8 architecture balances consumer accessibility with the highest level of safety and security. Designed from the ground up for advanced security, the architecture features software and hardware platform separation and key fail/recovery options to protect digital personalities and enable engagement with connected, digital interfaces safely and securely.

Accessibility and Safety for Critical Applications

i.MX 8 drives multisensory advancements for intuitive gesture control, voice recognition, natural speech recognition and audio acceleration. In mission critical applications such as healthcare or industrial implementations such as connected vehicles the i.MX 8 technology configures its experience to match digital personalities. For example, in connected cars, key driving information is configured and presented in multiple displays covering infotainment to instrument clusters and advanced heads-up displays, personalized comfort with configured seats, volume for music and device connectivity can be designed to enhance driving enjoyment and safety.

Availability

The NXP i.MX 8 MEK is available now. The MEK includes the processor, tool and software including BSPs and middleware. Contact your local NXP field applications engineer (FAE) or visit www.nxp.com/iMX8-MEK for more details.

About NXP Semiconductors

NXP Semiconductors N.V. (NASDAQ:NXPI) enables secure connections and infrastructure for a smarter world, advancing solutions that make lives easier, better and safer. As the world leader in secure connectivity solutions for embedded applications, NXP is driving innovation in the secure connected vehicle, end-to-end security & privacy and smart connected solutions markets. Built on more than 60 years of combined experience and expertise, the company has 45,000 employees in more than 35 countries and posted revenue of $6.1 billion in 2015. Find out more at www.nxp.com.

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