**Tata Elxsi Unveils RDK System Integration Program**

**Bangalore, June 25, 2013:** Leveraging its extensive and global experience from engagements with leading MSOs, OEMs & SoC vendors, Tata Elxsi has unveiled its latest system integration program for the deployment of the RDK platform from Comcast.

As an RDK System Integrator, Tata Elxsi will assist operators in determining specific requirements, integration, application development, pre/post testing and deployment in an efficient and cost effective manner.

The Reference Design Kit (RDK) is a pre-integrated software bundle that creates a common framework for powering tru2way®, IP or hybrid set-top boxes and gateway devices and accelerates the development and deployment of next-generation video services.  Comcast licenses the RDK to OEMs, SIs, SOCs, software vendors as well as MVPDs to create a community of innovators focused on bringing rich, multi-screen TV home entertainment experiences to consumers faster.

The RDK offers a cloud-based platform for application development and requires neither platform specific implementation nor download. Thus it enables operators to easily deploy & upgrade applications in their network and ensure a consistent user experience in contrast to traditional middleware.

 As an open platform, the RDK allows application developers to benefit from the vast expertise of the open source community, facilitating easier implementation and faster turnaround.

"As an RDK licensee, Tata Elxsi is pleased and excited to be an active promoter of the RDK and provides a comprehensive set of services to SoC Vendors, OEMs and MSOs help adopt and implement RDK based devices and services," said  **Manoj Raghavan, EVP, Tata Elxsi.**

For further information contact John Donahue  john@tataelxsi.com or info@tataelxsi.com

**About Tata Elxsi:**
Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world class products and solutions.

As part of the $100 billion Tata group, Tata Elxsi addresses the communications, consumer electronics, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a talent pool of over 4,000 employees and a network of design studios, development centers and offices worldwide.
 Key services include product engineering, industrial design, animation & visual effects and systems integration.
Tata Elxsi is a listed company, and headquartered in Bangalore, India

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