

Tata Elxsi unveils HEVC Ultra HD (4K) Decoder for Smartphones, Tablets, Set Top Boxes, Gaming consoles and other CE devices.

Bangalore, April 8, 2013: Tata Elxsi announced the availability of a licensable HEVC Ultra HD (4K) Decoder thereby leading the way in next-generation video technology space, targeted for the broadcast, video conferencing and proliferating smart CE devices. Tata Elxsi has been providing encoding and decoding solutions for broadcast and video conferencing on leading audio video standards. After the recently announced availability of industry leading, single FPGA, 13ms latency H.264 third party decoder, Tata Elxsi is focused on bringing next generation video codecs ready for product integration.

The Tata Elxsi's HEVC Ultra HD (4K) Decoder allows rendering of high quality video content to deliver high performance digital user experience, and is suitable for applications such as Video on Demand and converged communication services. Optimized versions on multicore architectures for real time decoding like Intel x86, ARM Cortex- A8, ARM Cortex-A9 are being made available. It supports multiple tile streams and efficiently considers the disparity in the size of the input tile streams.

The Tata Elxsi's HEVC Ultra HD (4K) Decoder software is poised to be implemented on an array of CE devices such as smartphones, tablets, set top boxes, gaming consoles, media players etc.

Tata Elxsi's HEVC Ultra HD (4K) Decoder is demonstrated at NAB 2013, Las Vegas: South Hall (Upper) SU12414. Also showcasing product ready H.264 Ultra low latency hardware encoder and decoder having end to end latency of 13 ms.

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. A part of the \$ 100 billion Tata group, Tata Elxsi addresses the broadcast, communications, consumer electronics, healthcare, automotive, and semiconductor sectors. It is a public stock company headquartered in Bangalore.

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