

SoftJin announces PAL-NTSC Encoder IP for various display systems including SDTV and HDTV

BANGALORE, India and **SANTA CLARA**, Calif. (USA) – 7th January 2009 – SoftJin, a provider of standards based soft Design IP in various domains including Audio/ Video processing, communication, memory controller and interfaces, announces PAL-NTSC Encoder IP. SoftJin's PAL-NTSC Encoder IP (along with SoftJin's HD Video encoder IP) accepts SD/ HD video data generated by various sources such as video decoders (MPEG/ H.264 decoder) and converts it to data format accepted by a wide range of analog and digital display devices. The IP is capable of sending data in both SD and HD formats.

SoftJin's PAL-NTSC Encoder IP has been silicon proven on both FPGA (Xilinx, Altera) and ASIC platforms. It also has been extensively tested to work in the field with a variety of displays including TVs and projectors.

“Industry data suggests that there is a need of versatile, high quality video encoder IP due to huge varieties of display as well as video decoders available in the market. Any new video encoder needs to support all of those display as well as decoders” says Shridhar Laddha, Director at SoftJin Technologies.

The IP can be customized and integrated with other video format IPs to connect variety of video decoders with the display devices. With a down scaling engine preceding the PAL-NTSC encoder IP, video decoders generating HD output (BT709) can also be supported.

Also, SoftJin's HD component encoder is capable of supporting 720p and 1080p resolution. By integrating PAL-NTSC encoder and HD encoder with de-interlacer and up-scaling engine in between; a versatile video encoder solution can be build.

The key features of SoftJin's PAL-NTSC Encoder IP are summarized below

- Supports BT601 and BT656 input formats
- Supports NTSC(M), PAL(B,D,G,H,I), PAL (M) and PAL(N) output video standards
- Supports composite, S-video, component video formats
- Simultaneous output of composite video, S-video and component video
- Supports internal Color Bar mode

- Programmable Luma and Chroma filters
- Programmable Luma delay
- Provides AMBA APB or I2C Interface to Register Set
- Supports Vertical Blanking Interval (VBI) encoding support including WSS & CGMS Encoding
- 2x oversampling of luminance and 4x oversampling of chrominance filter for interlace mode
- Example Implementation on Xilinx Virtex4 consumes 16338 slices, running at 54 MHz

The IP can be used to built system for various application area including

- Set top box
- DVD player
- Personal Video Player
- Game Processor
- Digital Camera
- Any system requiring high definition TV encoding

The IP can be licensed in Source code as well as Netlist format under single use or multiple use pricing models. Deliverables also include Detailed Documentation and Test Environment.

For more details about PAL-NTSC IP please visit

http://www.softjin.com/html_new/pal_ntsc_secam_encoder.html or contact at sales@softjin.com

About SoftJin

SoftJin Technologies develops Innovative and Customized Automation software and hardware for Electronic Design and Manufacturing. SoftJin, based on its years of expertise in Design and EDA domain, offers a variety of Soft, Digital IP cores in several domains including Audio-Video, Interfaces, Memory Controllers, Error Correction and Communication. These high-quality IPs, available in both RTL and Netlist form, are backed by SoftJin's unique IP Customization Services that enable you to get optimized versions of the IP as per your Implementation and Application requirements. To know more about SoftJin's Design IP portfolio please visit http://www.softjin.com/html_new/ip_portfolio.html

As part of our services organization, we also offer add-on IP Integration as well as end-to-end System Design and Verification Services with focus on high end FPGA/ASSP based System design. Design IP and System Development Services is a focus area of SoftJin. To know more about SoftJin's System Design and Validation services please visit

http://www.softjin.com/html_new/design_services_overview.html

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