

SoftJin announces Universal TV Encoder IP

SANTA CLARA, Calif. (USA) & **BANGALORE**, India – 4th January 2011 – SoftJin, a technology company and a provider of Soft Design IP's in various domains including Audio/Video Processing, Error Correction, Communication, Memory controller and other interfaces, announces Universal TV Encoder IP. SoftJin's Universal TV Encoder IP accepts BT 601/656 or BT 709/1120 stream as input and generates a high quality SD/ HD video data accepted by a wide range of SD and HD Display devices.

As a cost-effective encoder IP, it supports generation of SD output which can be given to any display unit which support CVBS, S-Video or Component video standards. The HD output can generate YPbPr standard data for Analog HD TV as well as HDMI standard data for digital HD TVs.

This makes the Universal TV Encoder IP an ideal building block for SoCs or FPGA based Systems targeting Set-top-box, Media players, TVs and digital camera processors.

“Since there are wide range of Televisions and display devices in the market today, SoCs or Systems interfacing with these displays need a Universal TV Encoder Block that can be used to support as many types of these displays as possible. With capability to encode both SD and HD data, SoftJin's Universal TV Encoder IP can be elegantly used along with any SD or HD TV. In addition, SoftJin's Universal TV Encoder IP is designed to handle the various SD formats like PAL, NTSC and SECAM through which the usability of the device can be extended to all the regions” says Shridhar Laddha, Director at SoftJin Technologies.

SoftJin's Universal TV Encoder IP has been proven on FPGA (Altera, Xilinx). It has been extensively tested across various video data formats along with wide range of SD/HD displays. The key features of the IP include:

- Supports BT601, BT656 and BT 709/1120 input formats
- Supports NTSC, PAL, SECAM output standard definition video standards
- Supports input in both interlaced and non interlaced formats
- Supports High Definition Analog and Digital output video formats (YPbPr standard data for Analog HD TV and HDMI standard data for digital HD TVs)
- Supports Composite, S-video, Component video output standards
- De-interlacing and up-scaling of SD to HD
- Supports internal Color Bar mode
- SD output generation at 480i/576i video modes
- HD output generation at 480p/576p/720p/1080i/1080p video modes

The encoder relies on a robust hardware platform that delivers high quality output. The key hardware components that are present in Universal TV Encoder include:

- Motion adaptive interlacer
- SD to HD upscaler
- NTSC/PAL/SECAM Encoder

- HD Encoder
- HDMI Tx

SoftJin's Universal Encoder IP can be licensed in Source code (Verilog RTL) 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 Universal TV Encoder IP, please visit http://www.softjin.com/html_new/design_universal_tv_encoder.html or contact us 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 IP's, 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. 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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