

Hantro Multi-Format Video Codecs to be Integrated into Magic Pixel's Next Generation Application Processor IC's

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3GSM World Congress Barcelona, Spain - Hantro today announced the signing of a license agreement with Magic Pixel Inc. of Taiwan. The agreement, which covers multi-format HW IP designs, will see Hantro's leading edge technology integrated inside the application processors of Magic Pixel, targeting mobile phones and other handheld devices.

Hantro's multiformat video codecs deliver exceptional hardware acceleration performance, providing support for MPEG-4, H.263, H.264/AVC and VC-1 video formats at resolutions equivalent to today's DVDs with less than 1MHz load to the processor. Aside of the significant power savings, Hantro's highly evolved designs enable Magic Pixel to achieve maximum resolutions and frame rates with an ARM 9 based design.

"Integrating hardware video acceleration provides the kind of high performance capability that is needed to capture the interest of the consumer; integrating hardware video acceleration into our application processors provides the ideal low power consumption and low cost solution for mass-market handset designs." says Kenny Huang, Marketing Director of Magic Pixel Inc. "We selected Hantro as our multimedia partner because of their market leader offering of best fit products with lowest risk for our project schedules."

"We are happy to work together with Magic Pixel, one of the very interesting growing companies in Taiwan's ICT area" says Sami Hyyrylainen, Vice President of Worldwide Sales. "Taiwan's ODM market is a hotbed of activity for mobile video applications and, with our core technologies integrated into their next generation chipsets, Magic Pixel and Hantro are in good position to make very successful products together."

About Magic Pixel Inc.

Magic Pixel Inc., is a fabless IC design company of multimedia application processors located in Hsinchu, Taiwan, which offers varieties of multimedia processors and customized system solutions and help its customers in developing time-to-market and cost-effective products. Other than being a leading provider of digital photo frame solutions, Magic Pixel also provide advanced multimedia application processors for cell phone and mobile TV. For more information, please visit Magic Pixel's website at <http://www.magicpixel.com.tw/>.