

# Hantros Multi-Format hardware Video Codecs to Drive Next Generation of Freescale Cellular Handset Solutions

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Freescale Semiconductor and Hantro have signed an agreement to license Hantro's Multi-format hardware video codecs. The combination of Freescale's system on chip solutions and Hantro's codecs is expected to provide mobile handset users a feature rich video experience with high performance capabilities and low power consumption.

Optimized for low power and high performance, Hantro's 6280 and 7190 multi-format hardware video IP products are an excellent choice for multimedia enabled chipsets. Various configurability options allow the IC vendors to tailor the IP cores to meet their application specific silicon area and performance requirements. Supporting all the major video and still image formats (H.264, H.263, MPEG-4, VC-1, and JPEG), the IP cores enable video services from low-cost feature phones to high-end Mobile TV or Personal Media Player devices. The ultra low power designs enable up to HD 720p resolution video capture and playback in battery-operated wireless devices.

'Hantro's multi-format hardware video IP products are designed to meet the high performance standards of our baseband products, while providing the ability to optimize silicon area utilization,' says Tom Deitrich, Vice President and General Manager of Freescale's Cellular Division.

'Freescale is one of our largest and most innovative semiconductor customers,' says Eero Kaikkonen, CEO of Hantro Products Oy. 'This licensing agreement further strengthens our relationship with Freescale and together we can help ensure the mobile phone market will be served with even more competitive products than before.'