

Hantro Licenses Hardware Video Decoder to Atmel

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Multiple Formats Support Next-Generation Video Devices

Hantro, a leader in video compression and application solutions, announced today that Atmel® Corporation (Nasdaq: ATML) has licensed the new Hantro 8170 multi-format video decoder RTL. Atmel will integrate the decoder alongside an ARM9™ processor core in a chip targeted for multifunctional next-generation video devices such as personal media players and navigation systems.

"This agreement will enable us to expand our AT91SAM family of microcontrollers into application-specific devices focused on the fast-growing multimedia market," commented Alfredo Vadillo, Managing Director for Atmel's 32-bit Microcontrollers.

Commenting on the agreement, Hantro's President and CEO, Eero Kaikkonen said, "We are pleased to add Atmel to our growing list of semiconductor customers. Through them we bring our technologies to new device markets where the requirement for low powered, high performance video capability is just being realized."

The Hantro 8170 Decoder. Atmel is the first company to license the new Hantro 8170 decoder that supports 16MP JPEG, H.263, H.264, MPEG-2, MPEG-4 simple and advanced simple profile (DivX), XviD Portable, VC-1 main and advanced profiles up to full HD (1080p) resolution. The 8170 design is fully configurable allowing the choice of formats and maximum resolution to be defined prior to integration; this ensures the best-fit solution for target applications through the optimal use of external memories and by minimizing the silicon footprint. The decoder also incorporates a host of post-processing features that facilitate integration, application development and further enhance the user experience. High resolution capability, broad format support and post-processing features such as: cropping, scaling, rotation and de-interlacing, mean, for devices that use the new Atmel chip, the ability to play back a huge array of content without the need for prior re-purposing.

Availability

Application-specific AT91SAM products incorporating the Hantro 8170 decoder will be available in H1 2008.

About Atmel

Atmel is a worldwide leader in the design and manufacture of microcontrollers, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions focused on consumer, industrial, security, communications, computing and automotive markets.

About Hantro

A leader in multimedia technology for mobile devices, Hantro's designs have been incorporated in over 200 million handsets worldwide with customers in the US, EMEA and APAC markets. Provided as intellectual property and delivering optimal value and performance, Hantro's portfolio includes hardware and software MPEG4, H.263, H.264/AVC and VC-1 video codecs, audio and still image codecs as well as integration platforms and applications. Uniquely positioned to deliver technology solutions for silicon providers, device manufacturers and network operators, Hantro enables camcorder, media player, video telephony, mobile TV and more. For further information please visit <http://www.hantro.com/>.

Information:

Atmel's AT91SAM product information may be retrieved at <http://www.atmel.com/products/AT91/>. For further information on Hantro's products, go to <http://www.hantro.com>.

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