

Hantro Licenses High Definition Multi-Format Video Encoder RTL Design to Genesys Logic

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Leading I/O communications chip vendor to integrate high definition video acceleration
Hantro, a leading provider of video technologies for mobile handset and chip vendors, today announced they have signed a license agreement with Genesys Logic Inc., the leading manufacturer of high speed I/O communication semiconductors in Taiwan. The agreement will see the Hantro 6280 encoder RTL design, complete with Hantro's proprietary video stabilization, integrated to a chip targeted for USB webcam manufacturers.

Capable of recording 720p resolution video at 30 frames per second, and with built in video stabilization; the new chip from Genesys Logic will provide an ideal solution for camera manufacturers looking to meet the needs of innovative next generation UGC applications.

"This HW IP licensing agreement further proves Hantro's position as a worldwide leading vendor of HW IP video technology for IC designs." says Sami Hyyrylainen, Vice President of Worldwide Sales, Hantro
"With Genesys being the market leader for the USB-based Web Cam SoCs, we are delighted to be selected as their long term partner for multimedia technologies."

"Hantro's solution delivers significant advantages to us" says Mr. Miller Lin, CTO of Genesys Logic Inc.
"The RTL design of their Encoder brings significant performance gains as well as being easy to integrate into our SoC. Licensing Hantro's technology enables us to realize highly competitive products without compromising image quality or risking our project schedules."

About the Hantro 6280

The Hantro 6280 encoder RTL design off-loads complex video coding from the processor to enable very high performance with extremely low power consumption; it supports real-time encoding of MPEG-4 and H.264 video up to 720p high definition at 30 frames per second as well as JPEG still images to 16MP. The encoder's unique configurable design allows format and resolution support to be chosen at implementation and in this way the silicon area required is optimal for the target applications of the chip. The Hantro 6280 also features proprietary video stabilization algorithms, further improving the quality of the recorded video by compensating for the effects of camera shake, making it ideal for HD on-the-go applications such as VoIP.

About Genesys Logic

Established 1997 in Taiwan, Genesys Logic's primary business is the design and research and development of electric circuits, semiconductors, digital communications products, computer peripherals, and other related products. Genesys Logic is a fabless IC design house known for its leadership in high-speed I/O technologies, developing its own Physical Layer high-speed SERDES for USB1.1/2.0, PCI Express and Serial ATA products. The company provides low-cost, high-performance chips that target applications including PC peripherals, embedded systems and consumer electronics. For more information about Genesys Logic Inc., visit www.genesyslogic.com.