

ArcSoft® Embedded Solutions — Video Codec

Video capability is the key for new applications running on next generation products, ranging from mobile phones to advanced consumer electronics devices. The growth of channel bandwidth, improved video compression technology, and advanced cameras and displays are all driving video into the personal and home entertainment world. Leveraging a background that consists of a decade of experience in multimedia technologies, ArcSoft offers codec SDKs and applications in a variety of integrated suites that, above all else, focus on usability and interoperability.

www.arcsoft.com

Ten years in the digital multimedia industry has provided ArcSoft with the technology and experience to propel your products to a higher level. Our embedded solutions increase your device's potential and elevate your customers' overall experience. Top-notch features are incorporated while your product's usability remains fast and simple.



ArcSoft's Embedded Video Codec increases your product and service offerings while maximizing your customers' overall experience.

FEATURES

BROAD PLATFORM SUPPORT

The ArcSoft Embedded Video Codec can be implemented across a variety of platforms, including ARM, MIPS, and XScale to special DSP environments. The codec can be ported to any real-time operating system including Symbian, Windows CE, Palm, and Embedded Linux with minimal customization.

CAMCORDER POWER IN YOUR POCKET

The potential for portable devices with video capabilities is nearly endless with the ArcSoft Video Codec. Virtually any existing portable device with an integrated camera and color display can function as a digital video camera. The unique architecture of the codec optimizes the processing and memory footprints, ideal for mobile devices.

QUALITY & BANDWIDTH

ArcSoft's embedded solutions utilize proprietary sets of compression algorithms to deliver the best possible balance among video quality, transmission bandwidth, and operation complexity. Application coverage spreads over a broad range to include everything from high-end HDTV entertainment systems to low-end 2G and 2.5G networks.

WIDE APPLICATION POSSIBILITIES

Video telephony and video conferencing, multimedia messaging, and video streaming are all possible with the ArcSoft Video Codec. These capabilities allow the codec to be used with DVD players, camcorders, set-top boxes, or any type of video-centric device.

COMPLEXITY SCALABLE ARCHITECTURE

ArcSoft technologies offer the perfect solution across the board, from low profile portable devices such as PDAs and phones to high profile home entertainment and consumer electronics solutions such as high definition televisions (HDTV), personal video recorders (PVR), and digital video recorders (DVR).

FULL COMPLIANCE

Streaming media formats are compatible with ISO/IEC and 3GPP specifications. Stream formats include MPEG-1/2, MPEG-4, and H.263. Multimedia storage in VCD/DVD, MP4, or 3GPP defined 3GP formats ensure universal interoperability for playback on PCs and portable and consumer electronics devices.



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