



ArcSoft, Inc.
46601 Fremont Blvd.
Fremont, CA 94538
www.arcsoft.com

Online Press Kit:
www.arcsoft.com/en/press/releases/

Patty Oien
Breakaway Communications
Office: 510.482-5415
poien@breakawaycom.com

ArcSoft®'s Mobile Media Codec Technology Brings Audio, Voice, Video and Image Solutions to Mobile Devices

Final

*Mobile codecs enable mobile device
manufacturers to add advanced multimedia
features*

FREMONT, Calif., October 21, 2003—ArcSoft® Inc., the leading provider of digital imaging software, today announced the availability of four new codecs that enable device manufacturers to add multimedia functionality to mobile devices. This integrated suite of encoding, authoring, distribution and playback technologies is designed to significantly reduce the development time and costs associated with incorporating multimedia capabilities into phones, PDAs and other mobile devices.

ArcSoft's mobile codecs comes with a comprehensive software development kit (SDK) and implementation support. ArcSoft codecs comply with international standards and proprietary formats, and are scalable with low-profile processors, bandwidths and platforms.

ArcSoft's New Mobile Codecs:

Audio

ArcSoft's MIDI (Musical Instrument Digital Interface) engine 1.5 consists of GM1 MIDI player that enables music playback using a pure software-based synthesizer. The new version comes with tuned sound banks for GM1 instruments, which improves the acoustic quality output on the mobile device.

Voice

ArcSoft's AMR (Adaptive Multi-Rate) Codec 1.1 offers a speech encoder and decoder designed to reduce transmitting and storage capacity requirements for all related mobile devices. Its applications include MMS, real-time duplex voice communication, and movie capturing on mobile devices. It can now support AMR encoding simultaneously with MPEG4 video capture at speed of 15 frames per second on 200MHz Intel xScale processor in real-time.

Image

ArcSoft JPEG Codec 1.1 presents a standardized image compression mechanism designed for compressing full-color or grayscale images. The new version comes with a performance optimizer for ARM-based processors. On average, the ArcSoft JPEG Codec has showcased 45% improvement in speed over the public domain JPEG encoder.

Video

The ArcSoft MPEG-4 Codec is based on the ISO/IEC standard developed by MPEG. The codec enables the integration of the production, distribution and content-access paradigms of digital television, interactive graphics applications and interactive multimedia.

Availability

ArcSoft Mobile Codecs are available now. For more information visit www.arcsoft.com or email bizdev@arcsoft.com

About ArcSoft

ArcSoft, Inc. develops, markets and distributes advanced digital imaging and video solutions to companies and end-users around the globe. ArcSoft specializes in software for device manufacturers and infrastructure solutions for telecommunications and consumer electronics companies. Established in 1994, ArcSoft is a privately held company headquartered in Fremont, California, with regional offices in Europe and the Far East. For further details, please visit us at our corporate Web site: www.arcsoft.com

Note: ArcSoft and the logo are registered trademarks of ArcSoft, Inc. All other brands, products, or service names are or may be trademarks or service marks of, and are used to identify, products or services of their respective owners.

###