PRESS RELEASE

AMPHION targets DAC 2016 to demonstrate compact HEVC/H.265 hardware decoder IP using H.265 bitstreams from encoder IP innovator NGCodec

Leading licensor of silicon IP for Video Coding – HEVC/H.265, AVC/H.264, and the full range of legacy formats – showcases stand-out performance of H.265 decoder using bitstreams from NGCodec

Belfast, UK and Sunnyvale, California – 23 May 2016 – AMPHION, the leading licensor of video codec IP cores for multimedia enabled System-on-Chip (SoC) integration, appears on the IP Pavilion [booth 1138] within DAC's "World of IoT" exhibition zone to demonstrate in hardware the outstanding HEVC, AVC and legacy format decompression performance of Malone, the company's silicon-proven, multi-format video decoder sub-system. Engineered by AMPHION's highly experienced team of IP core designers, Malone has already been successfully deployed under various license arrangements in high-volume SoC products fabricated in process nodes down to 28nm.

Running on a SoC-based set-top box reference platform, the RISC-paired Malone sub-system perfectly decompresses H.265 encoded bitstreams provided, for the purposes of the DAC show, by NGCodec, the next-generation video coding IP company offering the industry's lowest latency real-time HEVC encoder IP.

To schedule a one-to-one demo at DAC 2016 [www.dac.com], Austin, Texas, June 6 – 8, please e-mail *info@amphionsemi.com*

HEVC (High Efficiency Video Coding)

Also known as H.265, the HEVC standard is the successor to the widely adopted AVC/H.264 (MPEG-4 Part 10) format. "AMPHION offers silicon-proven, scalable HEVC decoder IP for different platforms, including programmable FPGA," said Stephen Farson, CEO of AMPHION Semiconductor. "The Malone multi-format, multi-stream decoder, AMPHION's flagship IP product, supports every format up to HEVC/H.265 at 4K/UHDp60. Malone is a hybrid hardware-software solution with embedded firmware running on a close-coupled processor on the SoC."

Malone supports: 4Kp60 UHD HEVC decode (both 8b and 10b); 4Kp30 AVC decode; and Full HD for all other legacy formats (MPEG2, MPEG4, DivX, VC-1, VP6/8, H.263, Sorenson Spark, RV8/9/10, China AVS/AVS+) as well as JPEG/MJPEG.

Commenting on the AMPHION demo of Malone at the DAC exhibition, Oliver Gunasekara, CEO and co-founder of NGCodec said: "H.265/HEVC is a complex compression standard, but a most important one for video streaming applications going forward. For this impressive demo, NGCodec has collaborated with AMPHION to guarantee interoperability. Even for sustained sequences you can clearly observe NGCodec encoded bitstreams delivering 50 percent reduction in bit-rate over H.264/AVC."

To schedule a show-floor demo on the IP Pavilion at DAC 2016, e-mail *info@amphionsemi.com*

About AMPHION
AMPHION Semiconductor is a leading supplier and licensor of video codec IP for SoC and FPGA technologies. The company's team is highly experienced in the development, integration and support of silicon-proven IP for many SoC projects across process nodes down to 28nm. For more information, visit www.amphionsemi.com

About NGCodec
NGCodec is a start-up based in Silicon Valley creating video codec silicon Intellectual Property. The team is focused on the new H.265/HEVC codec. The company was founded in 2012. NGCodec licenses its silicon IP technology to semiconductor manufacturers and OEMs. For more information, visit www.NGCodec.com

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