



PRESS RELEASE

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For immediate release

intoPIX demonstrates the full power and flexibility of JPEG 2000 at interBee 2008

intoPIX booth at interBee 2008 will include demonstrations of single chip 4K JPEG 2000 IP-Cores and the multichannel single chip JPEG2000 HD codec IP-Core that combine all the benefits of JPEG 2000 with the hardware compactness and know-how of intoPIX.

intoPIX, the international leader in JPEG 2000 solutions and hardware enforcement, will demonstrate at interBee 2008 (booth 8109) why JPEG 2000 is becoming exponentially attractive for the Broadcast market and specially for Production, Archiving and Contribution applications.

Keeping the highest image quality is the priority in Production and Archiving. This has always been accomplished using raw or uncompressed formats. However, increased resolution, frame rates and quality are making bandwidth and storage needs go through the roof. intoPIX's range of JPEG 2000 codecs allows to get the same bit-to-bit reversibility as uncompressed, while keeping the benefits of image compression.

The JPEG 2000 technology maximizes the advantages of IP technology for TV signal transportation. Taking advantage of low latency, compression efficiency and constant image quality after multiple encoding/decoding loops give the JPEG 2000 IP-Cores a significant advantage over MPEG-based products.

The intoPIX JPEG 2000 IP-Cores allow error-free ultra low delay for rates going from 50 to 1000 Mbps and up to Lossless. Unlike Mpeg-2, Mpeg-4 AVC and VC1 compression formats, JPEG 2000 works in frame by frame (or *intra-frame*) encoding. Avoiding long GOP's (*Group Of Pictures*) limits the propagation of errors induced by packet loss. This intra coding also represents a great advantage in the editing and production domains. intoPIX JPEG 2000 solutions support high quality 10, 12 or 16 bit video for encoding and decoding, from HD to 4K.

During interBee, intoPIX will show how its JPEG 2000 encoders & decoders enable best-in-class performance for professional contribution, post-production and studio-to-studio equipment manufacturers.

Visitors to **intoPIX booth 8109 - Hall 8** will discover the IPX-JP4K and the IPX-JP4HD JPEG 2000 decoders, that provide respectively 4K decoding and 4 simultaneous HD channels decoding, real-time and in a single Xilinx FPGA.

Visitors to **Xilinx booth 5604 - Hall 5** will discover the new JPEG 2000 Development Kit that allows JPEG 2000 IP-Core assessment.

For more information, or to schedule a demo at interBee, please contact jb.lorent@intopix.com.

Visit us at interBee, booth 8109.

About intoPIX

intoPIX develops and commercializes high end image processing and security tools in large data streams with high intrinsic value. The applications are aimed especially at pictures having demanding requirements in quality, security and authoring rights. Based in Louvain-la-Neuve (Belgium), intoPIX was established in 2005, quickly becoming the international reference for hardware JPEG 2000 coding solutions. More information on the company and the products can be found on the website at www.intopix.com