

Digital Home Technology

Neotion can transcode MPEG4 to MPEG2 ready TVs and STBs

Smart French company Neotion hopes to use its MPEG 4 to MPEG 2 video transcoder to break into digital TV in a big way. It has realized that TV manufacturers have to offer digital TV in Europe as a matter of urgency and that some want to use MPEG 4, and thinks it can benefit from this problem and at the same time launch downloadable content services.

Dominique Féral, VP of Strategic Marketing explained Neotion's strategy to Faultline, "Across Europe in all TV sets above 26 inches the European regulators insist on TVs being iDTV ready. They have to have a digital tuner in them.

"We have designed chips that plug into the Common Interface slot in DVB and into the Cable Card in the US, which transcode MPEG 4 signals into MPEG2. That way if the services are upgraded to MPEG 4 AVC (H.264) to compress bandwidth use further, then the TV sets can easily be made to convert to the channel because we output to MPEG 2, the codec they are used to."

The Common Interface card is a little like the PCM/CIA card slot for a PC, and in effect it is the new digital scart connection. Neotion has gone further, creating a version for MPEG4 and wi-fi so that the output MPEG2 signal can be sent across a room from a broadband socket when MPEG4 files are downloaded to a PC.

The company is also offering a DiVx to MPEG4 transcoder to run on a PC. The DiVx codec is used by many services such as adult services, to encode video content, because it is freely available. The next stage for Neotion is to begin its own portal with H.264 encoded content which Neotion proposed will bring video content from all over the web to a TV screen. "Already we are talking to many Far Eastern TV manufacturers about including our transcoding card in their TV sets," said Feral.

Finance

News Corp swoops for second big web presence for gamers

News Corporation has swooped for its second internet property in less than a month, adding IGN Entertainment to the MySpace property it acquired in August, in a \$650 million, all cash deal.