

## DAILY NEWS

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### **MPEG-4 AVC cheap as chips**



Neotion's NP4 is available as a chip or cartridge

by Farah Jifri

As MPEG-4 AVC takes off, Neotion is among the companies exhibiting solutions based on the standard. The company's Neotion Processor 4 (NP4) is among a range of products from the French manufacturer based on the MPEG-4 AVC standard.

The Neotion Processor NP4 is a fully optimised low-cost MPEG-4 AVC single-chip solution that enables MPEG-4 AVC decoding, MPEG-4 to MPEG-2 realtime transcoding and native IP connectivity. The NP4 chip also has built-in security features, low consumption and allows for the delivery of high quality images.

According to Neotion, manufacturers and operators can use its NP4 - either in chip or cartridge form - to easily convert any MPEG-2 product into a MPEG-2 and MPEG-4 compatible product, whether it is a digital TV decoder, an integrated digital TV (iDTV) or a digital cable ready TV (DCR). NP4 cartridges can also be inserted into digital set-top boxes to the same effect.

In addition, native internet connectivity enables any product powered by the NP4 to access interactive services and video content via a home PC or the internet.

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