

Tata Elxsi unveils H.264 Ultra Low Latency Codecs with 13 ms end to end latency.

Targeted for HD video delivery solutions.

Bangalore, April 6, 2013: Tata Elxsi unveils the hardware implementation of H.264 Ultra Low Latency (ULL) encoder and decoder with an assured e2e latency of 13ms. This is targeted for a broadcast delivery solution for high quality video content broadcasting and editing. The H.264 ULL Codec solution features Tata Elxsi's new subjective quality based rate control algorithm, tested and quality tuned to broadcast content.

The modular design approach taken for this hardware implementation allows easy portability and maintenance. Tata Elxsi has implemented advanced algorithms to provide feature support for multiple video formats (1080i, 720p and 1080p), low lag transmission, scene change detection, intra column refresh etc.

Tata Elxsi's H.264 ULL 4:2:2 Profile Encoder and Decoder on FPGA has undergone a rigorous testing and the output video quality has been benchmarked against the worlds best H.264 Low Latency hardware solution .

For a live demo, visit us at our booth **South Hall (Upper) SU12414**. We are also showcasing HEVC Ultra 4K Decoder software implementation for multi framework architecture.

About Tata Elxsi:

Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world-class products and solutions. A part of the \$ 100 billion Tata group, Tata Elxsi addresses the broadcast, automotive, communications, consumer electronics, healthcare and semiconductor sectors. It is a public stock company headquartered in Bangalore.

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