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NAB 2005

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MPEG Industry Forum

Next Generation Video & Audio

April 17, 2005

The AVC Company



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AVC Alliance South Hall Lower 4101

- Almost 50 members
- 20 Live demos





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MPEG4 AVC

Foundation for the Future

“Embrace, Evolve, Employ or Evaporate”

The AVC Company



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MPEG4 AVC Wins!

- Widely Adopted Open standard
 - Fidelity Extensions (FREXT) approved
- Licensing terms set
- 50% less bits or better now
- Needed by all Video Distributors
 - HDTV
 - IPTV: SBC Has Chosen MPEG4 AVC



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Wide Industry Support

Shipping or Announced Encoders

■ Modulus Video	HD	SD
■ Motorola	HD	SD
■ Harmonic		SD
■ Tandberg TV	HD	SD
■ Scientific Atlanta		SD
■ Skystream		SD
■ Tut		SD
■ Thomson		SD

Apple Standard in Tiger



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What are the bit rates?

■ Standard Definition

- 1.5 to 2 Mbts today (Full Resolution)
- 30% less near term

■ High Definition

- 8 to 10 Mbts today; **5 Mbts 1080i demo**
- At least 30% less very near term
- Stat Mux for even further reductions



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What is the timing?

- Encoders outpacing decoders
 - Multiple vendors can now deliver
- More decoders shortly
 - SW based systems now
 - Decoding chips ***finally*** releasing now
 - Professional decoders
 - Wide open STB market = more innovation
 - IP based STB trend



No Risk Interoperability

- Reference designs accelerated last year's efforts
- Stream exchanges > one year
- Encoders & Decoders now work together
- Efforts continue on new STBs
- Veritable plethora of announcements & options



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MPEG4 AVC
Foundation for the Future
Is Ready Now!

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