

Socionext to Demonstrate Advanced Codec Solutions for Video Processing at IBC 2017

Langen/Germany, 7 September, 2017 --- Socionext Inc., a global expert in imaging, video systems and broadcasting technologies, will showcase its latest video processing solutions for content and service providers at IBC 2017, RAI Amsterdam, from September 15 to 19.

At Launch Pad 23, Hall 9, Socionext will be demonstrating the company's latest hybrid codec solution built on its flagship multi-format codec MB86M30 and edge computing capability, enabling intelligent AV content processing and delivery. The solution features the HEVC / AVC / MPEG-2 low latency encoding for optimizing high volume data processing with minimal delay. It is an ideal solution for applications such as big data analysis, data processing for machine learning, and video distribution over IP network.

On display at Launch Pad 27, Hall 9 will be the new SC2M50, designed specifically for video transmitting applications that require encoding and decoding 4K 60P HEVC video in real time but using minimal power. Requiring only 3.5W, it provides a 97 percent power saving compared with other solutions, many of which require up to 150W. The reduced power and size are vital for next-generation video equipment and portable devices such as video transmitters for professional applications.

Socionext will also have a private booth during the exhibition to introduce the new "Media Cloud" solutions. For more information, please contact us at [socionext.com/en/contact](https://www.socionext.com/en/contact).

About IBC

<https://show.ibc.org/welcome>

Socionext Media Cloud Solution

<http://www.socionext.com/en/products/assp/h264h265/media-cloud-solution/>

Multi-Format Codec MB86M30

<http://www.socionext.com/en/products/assp/h264h265/MB86M30/>

HEVC Small & Low Power Codec SC2M50

<http://www.socionext.com/en/products/assp/h264h265/SC2M50/>

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About Socionext Inc.

Socionext is a new, innovative enterprise that designs, develops and delivers System-on-Chip products to customers worldwide. The company is focused on imaging, networking, computing and other dynamic technologies that drive today's leading-edge applications. Socionext combines world-class expertise, experience, and an extensive IP portfolio to provide exceptional solutions and ensure a better quality of experience for customers. Founded in 2015, Socionext Inc. is headquartered in Yokohama, and has offices in Japan, Asia, United States and Europe to lead its product development and sales activities. For more information, visit [socionext.com](https://www.socionext.com).

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