



## PRESS RELEASE

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### **intoPIX Launches New Ultra Compact JPEG2000 FPGA IP-cores at NAB2013**

**NAB 2013 Las Vegas, USA, April 8, 2013** -- intoPIX, the leading JPEG 2000 IP core solution provider for Broadcast, Cinema and professional video applications, launches its customizable reference applications for JPEG 2000 targeting the smallest 28nm FPGA devices from Altera and Xilinx at NAB 2013.

“Time to Market is essential” underlines Mrs. Katty Van Mele - Director of Business Development at intoPIX, adding : “Our compact JPEG2000 solutions on the Altera Cyclone V and Xilinx Artix 7 FPGAs enable our customers to go to market much faster than they think possible, using the intoPIX reference applications and hardware development kit.

Mr. Jean-Baptiste Lorent- Product & Marketing Manager mentions “High quality compression is a key development area for intoPIX, so these new compact cores emphasize our commitment towards proactive development, innovation being tuned to our customer’s needs”. At the show, intoPIX is showcasing an early version of its compact solution for professional video applications in the smallest FPGA families, an area formerly off-limits to the use of hardware accelerated JPEG2000 codecs.

At NAB, intoPIX showcases its newest reference JPEG 2000 application using the Altera Cyclone V GX FPGA Development Kit, integrating an early version of its JPEG 2000 compact codec IP-core – optimized for Cyclone V FPGA and using also the Alse GEDEK Streaming IP-core to feature a full chain of video over IP transmission.

This reference application is using standardized Altera IP-core interfaces enabling a fast integration in any new design. It also allows for easy customization, using only those IP-cores necessary for the targeted application.

These new intoPIX compact IP cores join the company’s field proven families of highest performing JPEG2000 encoding and decoding solutions, catering to the most demanding video over IP applications. Whether you are looking for zero latency JPEG2000 codecs achieving less than 1 frame end to end latency, or are interested in the new range of Ultra High Definition 4K and 8K High Frame Rate codecs, come and find us at our NAB booth C4742 in Las Vegas, or contact us through our website :

[www.intopix.com](http://www.intopix.com) or [sales@intopix.com](mailto:sales@intopix.com).

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**About intoPIX**

intoPIX is a leading supplier of image compression technology to audiovisual equipment manufacturers. We are passionate about offering people a higher quality image experience and have developed FPGA IP-cores and compression solutions that enable leading-edge JPEG 2000 image compression, security and hardware enforcement. More information on our company, customers and products can be found on [www.intopix.com](http://www.intopix.com).

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