

## Socionext to Showcase the World's Smallest 8K Media Player at Digital Signage Expo

### Compact, Easy-to-Use, Lightweight system with Built-in HEVC for Ultimate Digital Signage Viewing Experience

**SUNNYVALE, Calif., March 14, 2018** --- Socionext Inc., a market leader in advanced video and imaging technology, will showcase the world's leading 8K media player and 2K to 4K up-conversion solution at the annual Digital Signage Expo (DSE), on March 28-29, held at the Las Vegas Convention Center, South Hall.

At booth 1468, Socionext will demonstrate a single 8K TV and a 4K x 4 panels configuration displaying 7680x4320 resolution using the Socionext "s8" media player powered by the company's SC1400A decoder. The SC1400A is the world's first 8K/60p HEVC real-time decoder LSI for 8K TV solution (ITU-R BT.2073). It features single lane of PCI Express 2.0 (Gen2) and four channels of HDMI 2.0 Tx external interfaces. The s8 player operates on the Android operating system delivering superior digital signage experience.



Media Player s8

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Measuring at a compact 16" W x 2.3" H x 8.5" D, weighing just 2.4kg which is about 5.3 pounds, and running at 50W, the s8 media player surpasses the competition in its small size, low weight, and reduced power usage. The player runs on the widely-supported, easily deployable Android OS and allows for Gb Ethernet or USB 3.0/2.0 input with up to 4 x HDMI 2.0 output. It features simple contents management including scheduling, status check, and contents upload with play, pause and stop control functions.

Additionally, Socionext will also showcase its unique 2K to 4K up-conversion technology using the company's HV series of high-speed video-interface-bridge LSIs combined with the latest transmission technologies such as HDMI, Display Port, V-by-One® suitable for TV and digital

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signage applications. The technology features low latency (less than 0.1 second per frame), video-interface technology and advanced image-processing technology. Socionext will be demonstrating HDMI 2.0 interface LSI including a simple method for expanding existing 2K video to 4K with "Super Resolution" technology and V-by-One HS for reducing overall power consumption and EMI.

Visit [www.digitalsignageexpo.net](http://www.digitalsignageexpo.net) for more information on DSE 2018.

**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](http://socionext.com)

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