

## Socionext and Advantech Hold First-Ever Taiwan Networking Broadcasting Conference

*Alliance in Taiwan to strengthen the global competitiveness*

**Taipei, December 15th, 2016** --- Socionext Inc., an emerging leader in advanced SoC technology for video and imaging systems, today joined Advantech, a global intelligent systems leader, to co-host the first-ever Taiwan Networking Broadcasting Conference (TNBC). The Conference will showcase the strategic alliance between the two organizations in developing new technology and applications. The TNBC focuses on audio and video networking, the trend of video encoding, VR/AR technology, 5G, Internet of Things (IoT), and AI in UHD applications, providing suppliers from every domain with the world's most advanced imaging technology and solutions.

Socionext has developed the world's cutting-edge solutions on image acquisition, transmission, display, visualization, recognition and processing. With Socionext's codec SoCs, the MB86M30 and MB86M31, Advantech's VEGA codec card series can perform 8K/60p real-time compression with significantly low power consumption. System suppliers can easily incorporate 4K/8K real-time encoding capabilities in their server applications, to expand UHD VR and cloud-based OTT services.

"Socionext is keen to provide the state-of-the-art imaging, networking and computing solutions to the global market," said Amane Inoue, President and COO of Socionext. "Taiwanese companies are not only agile and flexible in manufacturing, but also are resourceful in talent who can contribute globally. Leading-edge technology from the collaboration of Advantech and Socionext will create values for the entire ecosystem."

"Video already accounts for more than half of the world's internet traffic and will play a key role in emerging technologies such as the Internet of Things (IoT) where innovative video processing technology in 5G networks will be needed for high-resolution, high-speed, multi-channel video applications", said KC Liu, CEO of Advantech. "Our cooperation with Socionext for our VEGA video processing products consolidates a 4K/8K ecosystem partnership that will accelerate the enablement of next generation video services. VEGA platforms bring significant density and time-to-market benefits to a wider range of 4K, 8K, Virtual Reality and 360° video applications for the broadcasting, mobile, medical, transportation markets, and many other industries."

## **Advances in Imaging Technology Continue**

Thanks to the rise of interactive audio-visual market that drives the development of VR/AR, the application of 3D imaging, and UHD imaging technology, the advanced imaging technology is now applied to many fields. Most recently, it has been adapted in the broadcasting of large international sport events, and the production of Hollywood films. One Taiwanese official also used advanced imaging technology in meetings and interviews to showcase how this technology can be used for daily life. Also, UHD imaging technology is emerging in the application of surveillance, medical electronics, and consumer electronics. Echoing to the trend of smart city and IoT, surveillance systems are moving towards the integration of big data and HD imaging. Medical technology and the precision of surgery also stimulate the demand for HD medical imaging. The 360-panorama images and videos are extensively used in social networks and sports photography.

The strategic alliance between Socionext and Advantech provides inclusive imaging services and applications for global broadcasting companies and imaging system integration companies, and accelerates the integration of imaging ecosystem. The first-ever Taiwan Networking Broadcasting Conference in 2016 brings global broadcasting companies, content production companies, and imaging system integration companies together with the focus of imaging technology and its applications. TNBC also invites Taiwanese and Japanese experts to share the trends of radio and television industry. The conference displays the most advanced 8K HEVC Real-Time encoder solution, 4K HEVC Real-Time encoder solution, as well as 360-panorama solutions. Both organizers expect to bring the latest trend in imaging to partners in Taiwan for boosting the broadcasting ecosystem.

### **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 Japan, and has offices in Japan, Asia, United States and Europe to lead its product development and sales activities. For more information, visit [www.socionext.com](http://www.socionext.com).

### **About Socionext Taiwan Inc.**

Socionext Taiwan Inc. was formally founded in 1, April, 2016, and started operations as a 100% owned subsidiary of Socionext Inc. Socionext Taiwan is devoted to the brand promise "for better quality of experience", and provide more efficient solutions to realize time-to-market product development for customers. For more information, please visit <http://www.tw.socionext.com/>

YouTube : <https://www.youtube.com/channel/UCApYGaBXCEViyFqqaSh5snQ>

Facebook : <https://www.facebook.com/socionext.tw>

## **About Advantech**

Founded in 1983, Advantech is a leader in providing system integration and design service. Advantech offers comprehensive applications and for a wide array of applications across a diverse range of industries through close collaboration with system integrators. Advantech continuously innovates and invests in the field of Internet communication and smart image application. The mission of Advantech is enabling an intelligent planet and becoming an influential global corporation which specializes in Internet communication industry, IoT, embedded computer, automation industry. Advantech looks forward to provide leading video solutions for customers and make contribution to the world in the future. For more information about Advantech, please visit [www.advantech.com](http://www.advantech.com)  
For more information about 8K/4K VEGA video solutions, please visit <http://www.advantech.com/networks-communications/video>

YouTube : <https://www.youtube.com/watch?v=Fd2Yoqnr2w>  
<https://www.youtube.com/watch?v=eDYi8ZSug3s>

About 2016 Taiwan Networking Broadcasting Conference  
[http://www.digitimes.com.tw/seminar/TNBC\\_20161215/](http://www.digitimes.com.tw/seminar/TNBC_20161215/)

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