

Socionext to Showcase 4K/8K Solutions at Hangzhou APSARA 2019

Shanghai China, September 13, 2019 --- With the theme of “New Era, New Vision”, Socionext Inc. will showcase the latest 4K/8K technology and key product integration solutions at Hangzhou APSARA Conference 2019 at Cloud Town September 25-27.

Hangzhou APSARA Conference was formerly known as the Alibaba Cloud Developers Conference. After 10 years of development, the scale of the APSARA Conference has expanded year by year, and it has become a major technological event in the global developer field. Based on the deep cooperation with Alibaba, Socionext is pleased to participate in the 2019 Hangzhou APSARA Conference. This year, Socionext will showcase its broadcast-level 8K live streaming solution, 4K/HEVC low-latency encoder solution, cloud-based encoding solution and video-based real-time AI analysis solution, showing its market-leading video codec technology.

8K Live Streaming Solution : Socionext 8K UHD codec solution has been provided to dozens of live events in China and it won the unanimous approval of customers in the industry. At this APSARA conference, Socionext will showcase its latest e8 video encoder, which is capable of real-time encoding of 8K/60p video with HEVC/H.265, and enables live streaming of large, high-definition video data through IP networks. Along with the s8 media player and HV5 video display processor, it can easily build a “high-definition”, “real-time” 8K UHD video live broadcast platform, providing customers an ultra-high-definition immersive experience never before.

Moreover, the newly developed HV5 video display processor, equipped with the world's first video processing chip supporting HDMI2.1 specification. The maximum bandwidth of HDMI2.1 has reached a stunning 48Gbps, which is 2.7x of conventional HDMI2.0. It supports high-quality, low-latency transmission of large-capacity content such as 8K.



Figure: 8K Live Streaming System

For Inquiry

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4K/HEVC Low-latency Encoder Solution: X500E is the company's new generation low-latency encoder, which enables IP live streaming of broadcast-quality 4K UHD video. X500E generates IP streams of broadcast-quality 4K UHD video with HEVC/H.265 encoding, and consumes only 20W with the process under standard usage conditions. It also features low latency, as little as less than 50ms, making it ideal for use in various video distribution applications.

AV1 Cloud-based Encoding Solution : Socionext will showcase a state-of-the-art cloud-based encoding system with implementation of AV1. AV1 is a new, advanced video data compression standard established by the Alliance for Open Media, a consortium in which Socionext is a member. AV1 is capable of compressing data 30% more efficiently than HEVC while retaining the same image quality. With this solution, OTT(Over-The-Top) video service providers will be able to drastically reduce their video delivery and distribution costs.

Video-based Real-time AI Analysis Solution: Socionext will showcase a high-speed, high-performance and energy-efficient AI solution designed for surveillance and security applications. The solution features AI accelerator edge solution and Socionext's Arm-based processor. Socionext has developed edge video analytics system with AI accelerator for delivering superior parallel processing performance with video analytics capabilities such as image classification, face recognition, and object detection. The system is capable of delivering video images captured from IP cameras in real-time. Video analytics are done by the AI accelerator and Arm processor at the edge, with extremely low power with high frame rate performance.

About Socionext

Socionext is a global, innovative enterprise that designs, develops and delivers System-on-Chip solutions to customers worldwide. The company is focused on technologies that drive today's leading-edge applications in consumer, automotive and industrial markets. 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 www.socionext.com.

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