

## Adtec Digital and Socionext to Build Space-Efficient, 4K, Dense End-to-End HEVC Solution for Optimized Video Processing

Demo Set for Annual IBC Exhibition Sept. 14-18

**NASHVILLE, Tenn., and SUNNYVALE, Calif., August 31, 2018** --- Adtec Digital, a leading manufacturer of contribution-class broadcast, cable and IP video delivery solutions, is partnering with Socionext Inc., a market leader in advanced SoC video technology powering high-end broadcast systems and mass-market video streaming devices, to offer a new HEVC solution on Adtec's afiniti platform.

Adtec's new HEVC encode solution integrates Socionext's MB86M30 (M30) multi-format codec ICs and features a wide range of capabilities from (4K) HEVC 4:2:2 10-bit to AVC 4:2:2 10-bit to MPEG-2 4:2:0 8-bit encoding. With value added features including low latency and a built-in multiplexer, this new afiniti offering will enable solutions for a wide range of markets.

The space-saving, power-saving and bandwidth-saving HEVC encoder solution comes in a standard RU and can be purchased as a single channel (4K) HEVC encoder and can be upgraded to support up to 4-(4K) systems or 16-HD channels in one chassis. The HEVC encoder product will be released in Q4 2018, and followed up with a companion HEVC decode product in early 2019.



"Socionext's codec technology comes with significant saving and flexibility. Adtec's dense encoder packages help lower operating expense by packing more services and features into one box," said Andre Ancelin, CTO from Adtec Digital. "Transitioning between multiple codecs, resolutions, and transport options can be accomplished in one standard's compliant device, thereby providing the greatest of flexibility for ever-changing markets."

Tom Miyake, Corporate Executive VP of Socionext Inc., said, "Adtec leads the market in providing a low latency, end-to-end HEVC solution for the contribution market. We value our continuous partnership with Adtec Digital and we look forward to building high-performance solutions that address the compute-intensive mass consumption of high-quality video, specifically the need for efficient and dense live encoding for today's standards and tomorrow's 4K AVC/HEVC requirements."

Adtec Digital will showcase the Socionext M30 hardware and the new HEVC encode prototype in stand #1.D01 at the annual IBC event in Amsterdam. Exhibitions are open September 14 - 18 at the RAI Exhibition and Congress Centre.

### **About Adtec Digital**

Adtec Digital is a leading manufacturer of Broadcast, Cable and IPTV products and solutions. With over 30 years experience in compression and transmission technologies, Adtec Digital offers customers rock solid engineering, powerful features and unmatched customer service.

For more information, visit our website at [www.adtecdigital.com](http://www.adtecdigital.com). Quote inquiries should be sent via e-mail to [sales@adtecinc.com](mailto:sales@adtecinc.com) or call us at +1.615.256.6619.

### **About Socionext Inc.**

Socionext is a global, innovative enterprise that designs, develops and delivers System-on-Chip based solutions 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 [www.socionext.com](http://www.socionext.com).

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