

## Socionext to Demonstrate the World's Smallest and Lightest 8K Media Player at ISE 2018

**Langen/Germany, January 10, 2018** --- Socionext Europe will be exhibiting the world's smallest, lightest 8K Media Player and other resolution technologies at Integrated System Europe (ISE) in Hall 5, Stand V30, at RAI Amsterdam from 6 – 9 February.

ISE is the world's largest AV systems integration show and the visitors to the Socionext stand will be able to see a range of products and demonstrations which will feature:

**8K UHD Media Player** – The only 8K UHD (7680x4320) demonstration at the show – Socionext "s8" media player is powered by the SC1400A decoder and runs the Android operating system delivering the ultimate digital signage experience.

**4K Codec Solution** - For AV streaming applications Socionext will be demonstrating real-time UHD (3840 x 2160) HEVC encoding and decoding using the low power SC2M50 Codec LSI. The chipset operates at only 3.5W (in typical operating conditions) enabling next-generation portable video equipment and is capable of YUV 4:2:2 10bit (up to 4K 60p) encoding and decoding for professional use.

**2K to 4K Up-Conversion Solution** – For TV, STB and smart home applications Socionext will be demonstrating HDMI 2.0 interface LSI including an easy way to expand existing 2K video to 4K with "Super Resolution" technology.

Specialist teams will be on hand to discuss visitor's projects and experience Socionext's revolutionary new solutions.

### **About Socionext Europe GmbH**

Socionext Europe GmbH (SNEU) plays a major role in the worldwide activities of Socionext Inc. Founded in 2015, Socionext Europe is headquartered in Langen, near Frankfurt, with other locations in Munich, Braunschweig, Maidenhead and Swindon (UK), Linz (Austria) and Istanbul (Turkey).

For more information, visit [eu.socionext.com](http://eu.socionext.com)

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**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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