

# **New HDMI Chip Enables High Definition Display of Standard Definition Video Content and Digital Photos on HDTV**

July 21 2004

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Zoran Corporation (Nasdaq: ZRAN) announced its HDXtreme DVD upscaler, with High Definition Multimedia Interface (HDMI), enables the new generation of DVD players to digitally transfer the highest quality video, audio and digital photos to HDMI-equipped high definition televisions. A reference design based on the new innovative upscaler and the Vaddis® IC is complete and mass production quantities are shipping to major DVD player manufacturers."

As a companion to Zoran's high-performance seventh generation Vaddis DVD solution, the HDXtreme processor enables consumers to view their existing standard definition DVDs available anywhere in the world today to be displayed in high definition on HDTVs and other high resolution monitors that have a built-in HDMI/DVI interface or analog video input.

"Zoran has pioneered another first for the DVD market with HDXtreme. This solution enables HDMI to become a standard feature on DVD systems. This technology should accelerate the adoption of high definition televisions since it allows consumers to view high-definition quality video from standard-definition DVD players, and to enjoy all their digital photos at HD resolution in their family room. Basically the local video store is now available in high definition," said Dr. Jinxiang (Gene) Liu, vice president and general manager of Zoran's DVD division. "Zoran's HDXtreme solution offers the OEM an optimized system design, enhanced performance, and quick solution for upscaling

DVD video to high definition resolutions."

With the growing popularity of higher resolution digital cameras and HDTVs, consumers want more options to enjoy viewing their digital images. Zoran's HDXtreme and Vaddis 7 enable consumers to enjoy DVD video and digital photos at high definition resolutions. The output can be digital via HDMI or analog via the 160 MHz digital to analog converters. HDXtreme is offered in an 80-pin quad flat pack.

HDXtreme (ZR36721) and Vaddis 7 samples and a complete reference design kit are available to qualified manufacturers.

### **About Vaddis 7**

Vaddis 7 is DivX® certified and supports all versions of DivX video, MPEG-4 advanced simple profile (ASP), and DVD-Audio decoding, broadening the range of content supported. Additional advanced features are enabled, including a direct interface to popular Flash Memory Cards such as Memory Stick, Secure Digital (SD), Compact Flash, Smart Media and others. The flexibility of the Vaddis 7 makes it an ideal solution for standalone DVD-Players, Combos (DVD+VCR, DVD+TV, DVD-Receivers) and Portable DVD players.

Source: Zoran Corporation

Citation: New HDMI Chip Enables High Definition Display of Standard Definition Video Content and Digital Photos on HDTV (2004, July 21) retrieved 18 April 2024 from <https://phys.org/news/2004-07-hdmi-chip-enables-high-definition.html>

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