

NEC Electronics Announces Single-Chip Solution Supporting IEEE 1394 AVLink and DV Decoding

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NEC Electronics Corporation today announced availability of the MC-10024, a large-scale integrated (LSI) device that provides a three-port IEEE 1394 physical layer (PHY), AVLink, and DV (digital video) decoder in a single device. The MC-10024 chip leverages NEC Electronics' proven IEEE 1394 PHY/OHCI architecture, which has already been shipped in several million units worldwide, with a DV decoder to reduce component count in digital TV, set-top box and PC peripheral applications. The MC-10024 chip also supports the Digital Transmission Content Protection (DTCP) system and will support broadcast-flag copy protection to provide the secure distribution of copyrighted digital content.

Supporting up to four simultaneous transport streams, the MC-10024 chip also allows data to be transmitted via direct memory access (DMA), enabling the instantaneous upload of a graphical user interface (GUI) that greatly increases the user experience.

"As the digital consumer space continues to enjoy rapid growth, NEC Electronics has established itself as a leading supplier of ICs in this market, providing a range of MPEG codec and IEEE 1394 consumer solutions," said Masao Hirasawa, general manager, Digital Audio/Visual Systems Division, NEC Electronics Corporation. "However, the ongoing growth of the digital media market requires that content providers feel secure that their copyrights remain intact. Solutions like the MC-10024

chip, with its support for DTCP, broadcast-flag and on-chip Authentication/Key Exchange (AKE) transactions, are allowing OEMs to easily and quickly design in support for DRM (digital rights management) into their emerging products."

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