Intel System-On-A-Chip Media Processor Powers New Generation Of Consumer Electronics Devices

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Intel today unveiled a highly integrated media processor for the consumer electronics (CE) market segment that will power a new generation of devices, such as digital set top boxes and networked media players, and bring consumers advanced in-home information and entertainment services.

The Intel CE 2110 Media Processor is a complete system-on-a-chip (SoC) architecture that combines a 1GHz processing core with powerful A/V processing and graphics, and I/O components, onto a single chip. This all-in-one component design becomes increasingly important in today's marketplace as CE manufacturers look to accelerate time to market, and develop smarter, more cost-effective consumer electronics designs that provide the processing performance, flexibility and headroom needed to deliver advanced revenue-generating services, such as Voice over IP (VoIP), video phone, interactive gaming, enhanced karaoke and e-learning.

"The Internet is a powerful disruptive opportunity for the CE industry," said William O. Leszinske, Jr., general manager of Intel's Consumer Electronics Group. "Intel's work with the CE ecosystem to power new intelligent devices will help accelerate the availability of a new range of exciting Internet-based information and services, and video entertainment experiences for consumers throughout the home."

Chunghwa Telecom, a leading telecom service provider in Taiwan, has adopted the new SoC media processor for its Multimedia on Demand (MoD) service deployment. Based on the new Intel media processing platform, Chunghwa Telecom will expand its high-definition video content, karaoke, e-banking and e-learning services, and introduce emerging usage models to consumers. Intel and Chunghwa Telecom will conduct research to ensure a deeper understanding of consumer needs and desires in Taiwan, which will then help Chunghwa Telecom design and deploy solutions that transform how consumers absorb television-based content and services.

Intel works with several consumer electronics companies to bring advanced video and interactive services to consumers. ASUS has a set top box with the new Intel SoC media processor today. Digeo plans to deliver new Moxi Multi-Room HD digital media recorders, and OKI and ZTE will build set top boxes based on the Intel CE 2110 Media Processor. System integrator Hwacom plans to provide application layers for IPTV services using the new Intel media processing platform. In addition, RADVISION will deliver VoIP and video conferencing capabilities; Amino Communications will provide the IntActTM IPTV client software stack and Verimatrix will deliver content protection software based on the new media processing platform.

"As far as the set top box is concerned, one of the most important capabilities will be processing performance that can scale to meet the requirements of advanced applications and support new services," said CY Feng, vice president of ASUS Broadband BU. "The Intel CE 2110 Media Processor level of performance is essential for supporting advanced applications and providing headroom for future applications. Intel's platform solution is designed to be a multifunction device, and in this respect, it stands apart from traditional set top boxes. The bottom line is that we can use Intel's new media processor to bring more value to our customers."

The Intel CE 2110 Media Processor includes a powerful embedded 1 GHz Intel XScale CPU, MPEG-2 and H.264 hardware video decoders, DDR2 memory interface, 2D/3D graphics accelerators, and is supported by a modular software development environment. The platform architecture also allows CE developers and manufacturers to deliver pure IP or hybrid set top boxes designed to receive content from IP and digital broadcast pipes.

Source: Intel