

# Motorola Launches Advanced Multi-Format Encoding Platform for 1080P Content

September 11 2009

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Motorola today revealed its next generation encoding platform. This high-performance video processing platform supports both MPEG-4 and MPEG-2 standard-definition (SD) and high-definition (HD) encoding and transcoding and has been designed to meet future processing demands of both 1080P/50Hz and 1080P/60Hz resolutions using the MPEG-4 format.

The powerful compression engine supports all popular video formats including 1080i and 720p and is designed to keep pace with service providers' future video requirements by providing additional processing horsepower to support emerging services such as 3D television and multi-stream output.

“Growing consumer demand for higher quality and richer video experiences dictates the need for rapid technology innovation and service provider evolution,” said Bob Wilson, vice president and general manager for Networked Video Solutions, Motorola. “Motorola is working closely with service providers and content providers to anticipate their future needs and deliver practical solutions that transform potential video challenges into competitive advantages. The introduction of this advanced encoding platform is just one example of how Motorola is protecting our customers’ investment in technology as they begin a critical transition to the next generation of high-quality video services such as [1080p](#) and 3D in support of multiple device and content formats.”

The new platform, named Motorola SE-6000, accepts baseband SD and HD video, as well as pre-compressed MPEG-4 and MPEG-2 streams to act as both a high performance encoder and transcoder for satellite, cable and Internet Protocol Television (IPTV) applications.

“This is an extremely flexible video processing platform that affords [Motorola](#) customers the benefit of encoding content at the highest resolution possible, and in the multiple formats required of today’s end-user devices, using just a single solution,” continued Wilson. “The ability to simultaneously deliver MPEG-4 and MPEG-2 can dramatically assist operators as they transition towards MPEG-4 while still serving legacy customers.”

The SE-6000 will be featured at International Broadcasting Convention, September 11-15, 2009, at the RAI Convention Center in Amsterdam.

Source: Motorola

Citation: Motorola Launches Advanced Multi-Format Encoding Platform for 1080P Content (2009, September 11) retrieved 3 May 2024 from <https://phys.org/news/2009-09-motorola-advanced-multi-format-encoding-platform.html>

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