



Pre-optimized and pre-integrated CODECs improves performance by over 50%

Deliver Unmatched Performance and High-Definition Multimedia with Aricent Media EXP™ CODECs

Challenges

Explosive growth in the number of operating systems and hardware platforms along with the need for advanced applications and improved performance increase product development costs and lead times for new product introductions.

Solution

Aricent offers a broad range of multimedia CODECs that are pre-integrated and pre-optimized for a broad range of hardware and software platforms.

Benefits

Aricent CODECs are pre-optimized for various target platforms, resulting in unparalleled performance improvements relative to open source CODECs. They are also pre-integrated on the target platform, which improves performance while reducing cost and accelerating time-to-market.

Aricent's Media EXP™ CODECs

Aricent offers a broad range of multimedia CODECs as part of the Media EXP™ suite including:

- Pre-optimized and pre-integrated audio, video, image and speech CODECs
- Special effects : audio, speech, image & video, pre and post processing effects

Our CODECs are used to accelerate the development of connected consumer devices that need to support applications like mobile TV, messaging, video conferencing and streaming media solutions.

The table below provides a summary of the different types of audio and video CODECs that are supported by Aricent's Media EXP™ suite:

Video CODECs	Image CODECs	Speech CODECs	Audio CODECs
MPEG-2, MJPEG	JPEG-2000,	WB-AMR, AMR	MP1, MP3, RealAudio
MPEG-4 SP, ASP	JPEG	QCELP, EVRC	AAC-HE, AAC-LC, eAAC+, BSAC AAC-LC
H.263 P0, P3	GIF, BMP, PNG	G.723.1	WMA9, AMR-WB+
Real Video 8/9/10			MPEG4 AAC-LC
WMV9/VC-1 SP, MP, WMV9 MP			Bluetooth SBC
H.264 BP, MP, HP			RAB, G.711, EVRC, QCELP
AVC, H.264 BL, HP			iLBC, Speex
H.264 SVC			MIDI Synthesizer
DivX Mobile Profile Decoder			G.729ab, G.728, G.722.1, G.726
DivX Mobile Theatre Profile Decoder			



Along with CODECs, Aricent offers multimedia system plug-ins like Symbian MMF/MDF, Windows Mobile D Show, Linux G Streamer, Android Packet Video Open CORE and Open Max that are targeted at various operating systems. These plug-ins allow faster integration of the CODECs with various operating systems.

Aricent's CODECs are complemented by a wide range of multimedia special effects in the form of pre/post processing algorithms like:

- **Image processing** – panorama stitch, low light enhancement, red eye detection and correction, 3D effects, image stabilization, image de-ionizing, bad pixel correction, lens shading correction, automatic flicker detection; features that offer a host of image processing functionalities
- **Audio/speech processing** - AEC time domain solution, audio post processing lib, AEC frequency domain solution; features that aid advanced audio and speech processing
- **Video processing** - scaling, color conversion, rotation, video stabilization, transition effects, color effects, sketch effects, deformation effects, whirlpool effect, fisheye effect, film grain effect/old film effect, arbitrary image rotation, segmentation; non-standard features that enable your videos to stand apart

Key Benefits

- **Unmatched product range** - Aricent provides a wide range of multimedia engines, including Video and HD Video CODECs, Audio CODECs, Speech CODECs, Image CODECs and Image, Audio, and Video processing software. These engines allow you to rapidly integrate innovative applications like video messaging into new device platforms.
- **Platform based pre-optimization and pre-integration for better performance** - Aricent CODECs are pre-optimized for target platforms, resulting in significant savings in CPU processing power and considerably extending battery life (power savings up to 44% on certain platforms) for video recording and playback. The pre-optimization has resulted in unparalleled performance improvements greater than 50% relative to open source CODECs.
- **Reduced cost and time-to-market** - Aricent CODECs and the Multimedia Applications are pre-integrated on target platforms, which help you save considerable cost in the form of months of development and integration testing. The pre-integration also reduces time-to-market and guarantees quick introduction of new and innovative products.

- **Standards (e.g. G7xx, MPEG etc.) compliant** - Aricent CODECs are standards compliant with low memory and power footprint, and are tested for interoperability with various devices and applications.
- **Reduced development and integration cycle** – With our extensive services portfolio, we help you shorten application development and integration cycles for a variety of devices (Mobile handsets, PDAs, MIDs, PMPs and DPFs), providing you with a one-stop-shop for all your mobile multimedia solution needs.

Aricent Advantage

Aricent brings 15+ years of deep platform and technology experience in pre-integrating and pre-optimizing multimedia components for various platforms and operating systems including Symbian, Windows Mobile, BREW, Java and Android. Our multimedia expertise, combined with know-how of different platforms, can be utilized to create mobile applications that leverage hardware capabilities to the fullest. Aricent's comprehensive portfolio of pre-packaged software and frameworks delivers an advanced multimedia experience with unparalleled performance. With the Media EXP™ suite that includes the CODECs, Aricent extends its current multimedia offerings to a complete portfolio of multimedia products, applications and services, making us a "one-stop" stop for all your multimedia needs.

Next Steps

To learn more about Aricent Media EXP™ CODECs, contact your sales representative. You can also find more information on Media EXP™ CODECs at www.aricent.com/Products/MultimediaCodecsACSL.aspx.

CORPORATE OFFICE

700 Hansen Way
Palo Alto, CA 94304-1388 USA
Phone +1 650 391 1088
www.aricent.com



© 2009 Aricent Inc. All rights reserved. All Aricent brand and product names are service marks, trademarks or registered marks of Aricent Inc. in the United States and other countries. All other marks are the property of their respective owners.