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## ViXS, ARC demo enhanced audio/video SoC

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LONDON — Video codecs chip group ViXS Systems (Toronto, Canada) is demonstrating its XCode 3290 SoC targeting video and audio systems at this week's Computex trade fair in Taipei, Taiwan.

ARC International's Sonic Focus processor IP and audio subsystem is embedded in the SoC and represents the first demonstration of the ARC audio enhancement technology embedded in an SoC.

The XCode 3290 SoC has recently enabled over a dozen new Hitachi HD Flat Panel TV Recorder products featuring the industry's longest HD recording times and is said to offer the most advanced audio/video (A/V) processing available in a DTV product to date.

Previously, the ViXS XCode 3000 series has been used by numerous consumer electronics providers including Sharp, Toshiba, and Pioneer to provide advanced video processing capability, including HD transcoding, in combination with video networking such as DNLA/DTCP support.

"ARC's Sonic Focus audio enrichment software provides an incredible listening experience that provides for audio what 1080p HD provides for video," said Sally Daub, President and CEO of ViXS Systems Inc. "Sonic Focus technology has the capability of reducing bill-of-materials costs while being tailored to TV, PVR, STBs and PCs so as to deliver a unique, signature sound experience."

The companies say the flexibility of the XCode IC with the Sonic Focus technology allows manufacturers the ability to build multiple tier products (low to high end) all based on a single IC reducing cost and development time.

Some of the optional features/applications available with the XCode IC can include full DLNA/DTCP support, HD/SD encoding, HD/SD transcoding, transcriptions, mirror encoding/transcoding, mobile phone support, PVR/Trick modes, place shifting, protected broadcast capture and video QoS networking.

"ViXS's Xcode SoC's is a perfect platform to demonstrate the quality and value of the Sonic Focus solution," added Geoff Bristow, the newly appointed president and CEO of ARC (St Albans, England).

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