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### **Cradle Multiprocessor DSP Chip Enables Jaxstream's Standard-Definition Version MPEG4 Encoder**

- Solution Supports Integrated Motion-Detection Algorithm
- Unused chip DSP resources available for customer-added features

**SUNNYVALE, Calif.** – November 8, 2004 – Jaxstream and Cradle Technologies today announced that Jaxstream's standard definition encoder has been ported to the Cradle CT3400 Multiprocessor DSP (MDSP). The Jaxstream MPEG4 encoder incorporates an integrated multilevel motion detection algorithm and uses less than 80% of the available MDSP processing power. This leaves room for additional customer defined functionality, such as audio codecs, an IDE hard disk interface, image enhancement, object tracking, encryption, or other proprietary tasks, that might normally require an additional chip.

The MPEG4 encoder, representing intellectual firmware that resides on the Cradle chip, implements the MPEG-4 Part 2 Advanced Simple Profile at Level 5. The encoder creates MPEG4-compliant digital video streams and supports one D1 (720x480) channel or four SIF (352 x 240) channels resolution at real-time frame rates. "Our MDSP architecture provides companies such as Jaxstream with a powerful and stable platform on which to embed their proprietary software," stated Chuck Fox, Cradle's Senior Vice President of Marketing. "The combination of sophisticated and powerful algorithms running on a highly flexible and user-configurable silicon platform gives our customers the ability to do highly complex video processing on a single IC, saving system design time and money."

"Jaxstream's goal was to deliver a fast, robust and scalable video-encoding product in a cost-effective package," said Roger Li, Director of Engineering at Jaxstream. "This MPEG-4 encoder product, based on Cradle's Multiprocessor DSP chip, is exactly what we envisioned. The unused signal-processing resources on the Cradle multiprocessor DSP are available for additional tasks, such as image enhancement, giving our customers a competitive edge."

### **Pricing and Availability**

The Jaxstream Standard-Definition Version MPEG4 Encoder is available now.

### **About the Cradle CT3400 Multiprocessor DSP**

Cradle's CT3400 is a C-programmable multiprocessor DSP (MDSP) comprising eight 32-bit DSP cores, six 32-bit RISC cores, and a flexible 128-pin programmable I/O subsystem. The platform provides a flexible and integrated multi-media processor that can support the newest H.264 and MPEG4 codecs. The CT3400's programmable I/O and RISC subsystem provides single-chip integration and support for many I/O interfaces and protocols including Ethernet, PCI, Hard Disk, Wireless, Video/Audio Ports, Image Sensor Interfaces, and other general purpose I/O. The loosely coupled MDSP gives the customer reduced system cost, faster time-to-market, and higher product differentiation. Applications for the CT3400 include IP cameras and video

streamers, digital video recorders, video gateways, advanced set-top boxes, multifunction color printers, and high-end scanners.

### **About MPEG-4**

ISO/IEC MPEG-4 is an international standard for coding audio-visual information in a digital compressed format. Primarily designed to handle content from 4800 bps to approximately 4 Mbps, primary applications for the MPEG-4 standard are in the areas of web-based streaming media, conversational appliances such as videophones, and broadcast television. MPEG-4 files can mix video with text, graphics and 2-D and 3-D animation layers.

### **About Jaxstream, Inc.**

Jaxstream Inc. is a provider of advanced MPEG codec, graphics, and display multimedia solutions for the digital-media markets including video conferencing, video on demand, video surveillance, personal video recorder, and digital media players. Jaxstream solutions are based on standard PC and advanced media-processing platforms. The company is based in Cupertino, California, with an engineering development center in Hefei, China. For more information about Jaxstream visit [www.jaxstream.com](http://www.jaxstream.com).

### **About Cradle Technologies**

Cradle is a fabless semiconductor company providing the highest performance, most flexible multiprocessor DSP solutions for real-time video, audio and imaging applications. Cradle's multiprocessor DSP architecture innovation delivers high-performance scalable DSP processing with the flexibility and time-to-market benefits of processor-based programmable platforms. Coupled with a Rapid Development System and suite of IP software functions, Cradle provides OEMs with all the building blocks necessary to enable flexible yet high-performance DSP designs. Cradle's corporate headquarters are located in Mountain View, California. For more information about the company call 650-210-3600 or visit [www.cradle.com](http://www.cradle.com).

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