Place de l'Université, 16
1348 Louvain-la-Neuve, Belgium
Tel. : +32 10 23 84 70

PRESS RELEASE

8 February 2009
For immediate release

---

intoPIX New Ultra High Definition Streaming System selected by the University of Essex and the Poznan Supercomputing and Networking Center

The JPEG 2000 system enables an efficient real-time ingest, streaming over IP and playout of Ultra High Definition 4K content.

Louvain-la-Neuve, Belgium -- **intoPIX**, the leader in JPEG 2000 solutions, announced today that the University of Essex and the Poznan Supercomputing and Networking Center have selected the new JPEG 2000 4K Streaming system called SYX-JP4K and developed by intoPIX.

At the end of last year, during the official opening of the Essex Ultra High Definition facility, the new intoPIX 4K Streaming system was demonstrated. At that occasion, a complete encoding-streaming-decoding chain was achieved for 4K material between the Poznan Supercomputing and Networking Center to the Essex facility, in real time. This connection was achieved via dedicated high speed links through national and European research network infrastructures.

intoPIX' future proof JPEG 2000 technology fits perfectly the ever-increasing demand of Ultra High Definition (UHD) and other emerging media formats that go beyond today's HD.

"Broadcasters will be able to shoot and transmit real-time in UHD resolutions. By using JPEG2000 compression, broadcast facilities will benefit from an efficient scalability, specially well-suited for handling high resolution material. It is an intrinsic feature of JPEG 2000 to be capable to extract HD from an UHD stream in real-time, without need of transcoding, cropping, downscaling or any other additional processing" explained Gael Rouvroy, CTO of intoPIX.

intoPIX has already announced new versions of the SYX-JP4K system for 2010, capable of 8K encoding, streaming and decoding in real-time.

About intoPIX

intoPIX is passionate about offering people a higher quality image experience. intoPIX offers leading-edge JPEG 2000 image compression, security and hardware enforcement IP-cores for audio-visual markets. Their implementation in the latest generation of FPGA chips provides today's highest quality, most flexible and cost effective handling tools for high throughput data streams.
Located in Belgium, intoPIX is present at key locations around the world with subsidiaries in Japan and in the USA. Thanks to its first-class and recognized expertise in image technology & micro-electronics, the intoPIX team can guarantee a top-notch quality of product and support to every customer. intoPIX knows how to provide IP-Cores that work.
More information on the company and its product range can be found at their website at www.intopix.com

About the Networked Media Laboratory, University of Essex

The Networked Media Laboratory at the University of Essex comprises advanced media acquisition and presentation facilities (4k, 8k, 3D) combined with an extensive network connectivity facility and aims to implement and demonstrate services specifically created for very high quality networked media, supporting a variety of high performance applications. By using advanced hardware and software network technologies and novel optical devices, this Laboratory is providing an open test-bed for future digital media service innovation as well as for other data-intensive applications. (http://hpn.essex.ac.uk)

About Poznan Supercomputing and Networking Center, Poland

Poznan Supercomputing and Networking Center (PSNC) is an active research and development center specialized in new generation networking, media, grids, digital libraries and cyber-security, as well as technologies, applications and services for Information

Society. Research and development activities are carried out in numerous national and international projects. PSNC is responsible for the development and management of the PIONIER national research network in Poland. In 2008 PSNC started building the 4K node in Poznan. Today the node containing devices for image acquisition, coding, processing and playback is used to test the emerging new media applications in the networking environment. PSNC is also a member of CineGrid and HPDMNet activities.

intoPIX s.a.
Place de l'Universite 16
B-1348 Louvain-la-Neuve
Belgium
Tel: +32 (0)10 23 84 70
Fax: +32 (0)10 23 84 71
sales@intopix.com