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## PRESS RELEASE

For immediate release

### Embrionix to bring the world's first JPEG 2000 SFP module powered by intoPIX technology at NAB 2015.

The disruptive SFP product will ease the JPEG 2000 deployment in broadcast infrastructures for video over IP.



**Mont-Saint-Guibert, Belgium and Laval, Canada** – intoPIX, the leading provider of JPEG 2000 technology and **Embrionix**, the leading provider of SFP modules for broadcast applications have collaborated to bring the world's first emSFP integrating a JPEG 2000 engine for video over IP applications. The new product will be officially presented at NAB.

This innovative SFP module follows the Video Services Forum (VSF) recommendation TR01 for Transporting JPEG 2000 Broadcast Profile video in MPEG-2 TS over IP. The new product is ideal for Live production workflows: it enables HD video to be visually lossless compressed with the lowest latency. A 1080P60 video stream will typically compress down to a range of 150-400 Mbps.

“Embrionix successfully ported our JPEG 2000 FPGA IP-core into a SFP module, previously perceived as an impossible challenge.” said Gael Rouvroy, intoPIX CTO and founder.

“By pushing the boundaries of traditional SFP design with a state-of-the-art low footprint / low power JPEG2000 implementation, we take a major step in pursuing our goal of delivering more flexibility to broadcast manufacturers.”, said Renaud Lavoie, CEO of Embrionix.

Both Embrionix (booth N1617) and intoPIX (booth C8426b) will show the first JPEG 2000 emSFP product during NAB 2015. The two companies welcome everybody to sample the intoPIX SMPTE 2022 EMMY®-Award winning JPEG 2000 technology and the Embrionix new emSFP product.

### **About intoPIX**

intoPIX is a leading supplier of image compression technology to audiovisual equipment manufacturers. We are passionate about offering people a higher quality image experience and have developed FPGA IP-cores and software tools that enable leading-edge TICO Lightweight compression, JPEG 2000 compression, security, video over IP and hardware enforcement. More information on our company, customers and products can be found on [www.intopix.com](http://www.intopix.com).

#### **intoPIX s.a.**

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### **About Embrionix**

Embrionix provides a new approach in the product interface market for broadcast manufacturers. Embrionix designs and builds innovative, advanced SMPTE VIDEO SFPs to close the gap between 12G-SDI, 6G-SDI, 3G-SDI, HD-SDI, SD-SDI fiber optic deployments, 12G-SDI, 6G-SDI, 3G-SDI, HD-SDI, SD-SDI coaxial deployments, and emerging technology deployments, such as HDMI, composite video, Ethernet, etc...

By leveraging its core competencies in video broadcast, the company provides VIDEO SFP modules (emSFP) with the highest level of flexibility to major broadcasters in the industry.

The company is based in Laval, Canada, and has global design, research and development, and sales offices located in Canada, California, France, Germany, Israel, United Kingdom and Japan.

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