

Freescale Semiconductor Inc.  
Fujitsu Microelectronics Ltd.  
Alpha Systems Inc.

## Freescale Semiconductor, Fujitsu Microelectronics and Alpha Systems Develop New Digital Media Server Development Platform

*-DLNA-conformant solution enables real-time conversion from MPEG2 HD to H.264-*

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TOKYO and AUSTIN, TX - May 12, 2008 - Freescale Semiconductor, Fujitsu Microelectronics Ltd. and Alpha Systems Inc. have co-developed a digital media server (DMS) development platform that enables real time transcoding of video content. The platform, which conforms to Digital Living Network Alliance (DLNA) Networked Device Interoperability Guidelines, will be demonstrated May 14 - 16 at the Embedded Systems Expo (ESEC) in Tokyo.

As DLNA guidelines gain acceptance, the market is expected to expand for home servers that can transcode, store and distribute digital audio and video content throughout the home to networked devices in each room. Using the platform jointly developed by Freescale Semiconductor, Fujitsu Microelectronics and Alpha Systems, manufacturers can quickly create DMS products that not only conform to DLNA guidelines, but also transcode MPEG-2 HD (High Definition) video content into the more compressed H.264 HD or H.264 SD (Standard Definition) format in real time. For example, products based on the solution enable consumers to stream HD-resolution content captured on an HDD recorder in a home's living room to a bedroom, where it can be displayed on a small SD-resolution television. Highly compressed formats allow for in-home streaming of rich digital content such as video without requiring the purchase of new or expensive equipment.

### **About the new DMS development platform**

The new development platform integrates Freescale's high-speed, high-performance PowerQUICC™ II Pro communications processor and Fujitsu Microelectronics' MB86H52 transcoder LSI, which can efficiently compress video from MPEG-2 to H.264 in real time. The platform also deploys Alpha Systems' DMS application (ADMS) conforming to the DLNA Guideline v1.5.

Freescale's MPC8349E-mITXE reference board integrates the PowerQUICC II Pro communications processor, gigabit LAN switch, USB hub and hard disk controller in a single board. The industry-leading PowerQUICC™ II Pro communications processor is a high-performance, high-functionality and low-cost SoC processor integrating the Power Architecture™ technology-based e300 core (533 MHz) with a rich set of peripherals such as Gigabit Ethernet and Security Engine.

Fujitsu Microelectronics' MB86H52 transcoder LSI can convert full HD (1,920 dots x 1,080 lines) MPEG-2 video data into H.264 video data. The MB86H52 utilizes high-quality imaging technology developed by Fujitsu Laboratories Ltd. to transcode input MPEG-2 video data into H.264 video data without image quality deterioration. Fujitsu's MB86H52-RB development kit integrates the PCI bridge to allow I/O of MPEG-2 and H.264 streams from the PCI bus. It also allows HDMI output of decoded base-band video sound as well as encoding of video sound from HDMI input into H.264.

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### **Press Contacts**

Fujitsu Semiconductor Limited  
Inquiries : <https://www-s.fujitsu.com/jp/group/fsl/en/release/inquiry.html>

ADMS, Alpha Systems' DMS application, is developed using APIs included in the alpha Media Link SDK, a middleware stack conforming to the DLNA Guideline v1.5. Using these APIs, developers can build home networking devices that can be connected to various digital AV devices conforming to the DLNA Guideline.

### **Demonstration at ESEC**

Freescale and Alpha Systems plan to demonstrate the new DMS development platform with real-time transcoding functionality at their respective booths at the 11th Embedded Systems Expo (ESEC), to be held at Tokyo Big Sight May 14 - 16, 2008. The demo, to be shown in Freescale's booth (East 30-50) and Alpha Systems' booth (East 28-15), will display real-time transcoding from MPEG-2 HD to H.264, as well as multi-streaming MPEG-2 HD contents to HDTV.

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### **Press Contact:**

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Inquiries

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### **About Freescale Semiconductor**

Freescale Semiconductor is a global leader in the design and manufacture of embedded semiconductors for the automotive, consumer, industrial, networking and wireless markets. The privately held company is based in Austin, Texas, and has design, research and development, manufacturing or sales operations in more than 30 countries. Freescale is one of the world's largest semiconductor companies with 2007 sales of \$5.7 billion (USD). [www.freescale.com](http://www.freescale.com)

### **About Fujitsu Microelectronics (FML)**

Fujitsu Microelectronics Limited (FML) is a large-scale integrated circuit (LSI) manufacturer that provides highly reliable, optimal solutions to meet the varying needs of its customers, through LSI offerings including ASIC/COT, ASSP and power management ICs, and flash microcontrollers. Along with building on its wide-range expertise focusing on imaging, wireless, and security LSI applications, FML also pursues initiatives for power efficiency and undertakes environmentally-conscious countermeasures. Headquartered in Tokyo, FML was established as a subsidiary of Fujitsu Limited on March 21, 2008. Through its global sales and development network with sites in Japan and other regions in Asia, Europe, and the U.S., FML offers LSI solutions to the global marketplace. For more information: <http://jp.fujitsu.com/group/fml/en/>

### **About Alpha Systems**

Alpha Systems is a telecommunications network system creator with over 35 years of experience in the development of software for backbone communications systems. Alpha Systems provides the DLNA compatible SDK "alpha Media Link SDK" by making use of technical strength gained by the development of software for communications systems. For more information: <http://www.alpha.co.jp/en/>

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