

FRAUNHOFER HEINRICH HERTZ INSTITUTE

PRESS RELEASE

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Fraunhofer HHI presents HEVC software development kit (SDK) to enable real-time encoding and decoding of 4K 60Hz 10bit video at NAB 2015

Las Vegas – April 13, 2015 – NAB Booth SU3714

The Fraunhofer Heinrich Hertz Institute HHI, a leader in the field of video coding, especially known for their significant contributions to the H.265 / MPEG-HEVC standard, continually refines HEVC software and hardware solutions.

At NAB 2015, Fraunhofer HHI presents its latest HEVC software development kit (SDK), which enables real-time encoding and decoding of 4K 60Hz 10bit video - thanks to its resource efficient, multi-threaded architecture. Fraunhofer HHI's codec SDK as well as its hardware codec IP cores and conformance test streams perfectly suit the growing need for high resolution video in applications such as web streaming, and high-quality TV broadcasting. To demonstrate the highly evolved coding efficiency of Fraunhofer HHI a real-time encoder in direct comparison with the HM reference software encoder is presented at NAB. While the HM reference software would need 142h to encode a 4K 60Hz one minute video, Fraunhofer HHI provides the same high coding efficiency with its live encoder.

Fraunhofer HHI joins the Fraunhofer booth in South Hall SU3714 this year.

The **Fraunhofer Heinrich Hertz Institute** is a world leader in the development of mobile and fixed broadband communication networks and multimedia systems. From photonic components and systems through fiber optic sensor systems to video coding and transmission, the Fraunhofer HHI works together with its international partners from research and industry. www.hhi.fraunhofer.de

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Press Contact: **Kathleen Schröter** | kathleen.schroeter@hhi.fraunhofer.de | phone +49 30 31002 424
Department Contact: **Benjamin Bross** | benjamin.bross@hhi.fraunhofer.de | phone +49 30 31002 622