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Mobile TV – Coming of Age

The convergence of improved data access networks, standardization of Mobile TV broadcast signals and full-featured mobile phones combined with our multimedia-centric culture are creating an opportune environment for the emergence and adoption of Mobile TV worldwide.

Zoran's APPROACH 5C multimedia processor provides a highly efficient, cost-effective platform with a broad range of multimedia capabilities including Mobile TV providing a rich, interactive experience for users.



Zoran's Mobile TV - Supports all Standards

Zoran's APPROACH 5C multimedia processor supports DVB-H and T-DMB standards, as well as DAB-IP and DAB Radio Service, and will be adapted to incorporate Chinese Mobile TV standards. The APPROACH 5C processor's powerful programmable signal-processing capabilities enable the incorporation of emerging standards, profiles and content formats, protecting today's investment by ensuring compatibility with tomorrow's technology.

Zoran's APPROACH multimedia processor contains unprecedented integration in a single chip design, including 5MP image signal processor, VGA camcorder, 3D graphics accelerator and multi-standard Mobile TV.

Zoran's Mobile TV - End-to-End Solution

Zoran's flexible and easy to adapt end-to-end Mobile TV solution enables a high-quality, feature-rich multimedia experience, based on Zoran's own proprietary video algorithms and close partnerships with leading third-party companies.

The APPROACH 5C platform includes an optimal combination of hardware and software designed specifically for the multi-standard environment and tuned for low power consumption. The Mobile TV solution supports powerful applications such as Electronic Program Guide/Electronic Service Guide (EPG/ESG), Personal Video Recorder (PVR), with Time-Shift, Data Services, and Interactivity.

The APPROACH 5C multimedia processor is ready for all relevant Conditional Access (CA) and Digital-Rights-Management (DRM) standards for broadcast and content protection.

Zoran's Mobile TV – Experience is Everything

Zoran places the user experience at the center of its design considerations. As the market matures, Zoran believes that users will demand the same breadth of functionality from their handheld devices as they enjoy on their home-based television and personal video recorder today.

Zoran's leadership, expertise and capabilities, gained through several generations of award-winning DVD, DTV and digital camera products, are the backbone to much of the Consumer Digital Ecosystem.

The APPROACH 5C multimedia processor enables handset manufacturers to deliver an improved user experience. Zoran's Mobile TV related services interact with location-based capabilities to provide users a whole new world of personalization and interactivity.



APPROACH 5C Multimedia Processor Mobile TV Capabilities

Mobile TV Standards

- DVB-H
- T-DMB
- DAB-IP
- DAB Radio Service

Mobile TV DRM/CA

- Hardware acceleration engines for future DRM/CA support
 - DVB-CA
 - OMA 2.0
 - MS-DRM 10

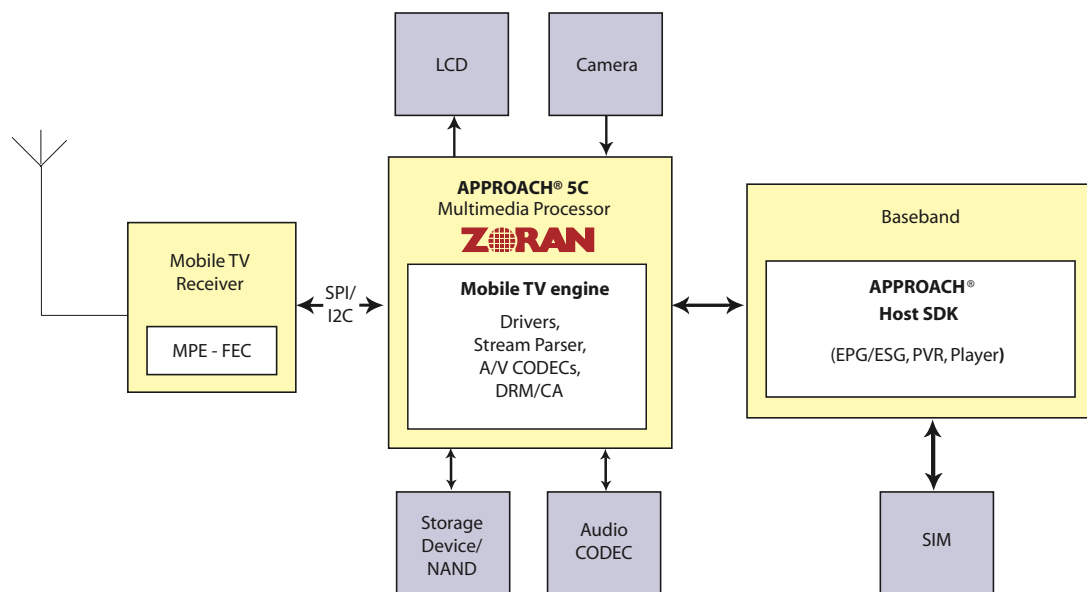
Mobile TV Processing

- Video: H.264 CIF 30 fps and VC1 CIF 30 fps
- Audio: LC-AAC, HE-AAC, HE-AACv2, WMA9, WMA Pro (DAB-IP), BSAC (T-DMB), Extended AMR-WB (DVB-H)
- Video scaling fitting WQVGA and QVGA display
- Stream parser and Audio/Video CODECs error resilience and concealment
- Flexible Mobile TV Receiver agnostic adaptation layer

Mobile TV Applications and Services

- Personal Video Recorder (PVR) with Time-Shift
- Electronic Program/Service Guide (EPG/ESG) - DVB-H FLUTE, T-DMB MOT
- Enabling data services (e.g. file broadcasting, traffic and travel information)
- Interactivity (e.g. Voting, Rating, Purchasing, Advertising)
- Digital Rights Managements (DRM) and Conditional Access (CA)

APPROACH 5C Mobile TV System Diagram



For more information, contact Zoran's Sunnyvale office or the office nearest you:

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