PRESS RELEASE

W&W Communications Introduces Industry's First Super Low Latency Full-HD H.264 Micro-Module For Real-Time A/V Applications

Full-HD H.264 micro-modules with W&W Communications' Super Low Latency Technology™ for sub frame-rate encode-decode latency provide OEMs with all-in-one off-the-shelf solution

NAB, Las Vegas, NV, April 14, 2008 – W&W Communications, Inc., the leader in super low latency H.264 Full-HD codecs, announced today its Full-HD H.264 micro-mezzanine modules with SLL Technology™ (Super Low Latency Technology™). The modules conveniently combine the company's innovative H.264 video encoder and decoder technology with audio encode and decode as well as MPEG-2 Transport Stream and DVB support in an ultra compact mezzanine module. The modules are targeted at a wide variety of real-time, video-centric embedded applications, such as in broadcast, surveillance, tele-medicine, tele-robotics and industrial imaging.

The modules come in two types. The WW20BACM is an A/V encoder module and the WW20BADM is an A/V decoder module. Both module types are optimized for super low latency performance, making video encode and decode at sub frame-rate latencies possible.

"The super low latency and H.264 performance, combined with the completeness of the WW20BACM and WW20BADM micro-mezzanine modules bring exceptional value to our customers," said Kishan Jainandunsing, VP Marketing at W&W Communications. "Finally, OEMs have an off-the-shelf solution that enables them to effortlessly implement innovative, truly real-time H.264 HD video applications, while simultaneously gaining significant time-to-market."

Feature Highlights

The following features are the main highlights of the WW20BACM encoder module:

- H.264 video encode
- Up to 1080p30 support, including 720p60
- Super Low Latency Technology™ for sub frame-rate latencies
- 16-bit BT.709 video data input
- Dolby® Digital Stereo® or PCM audio encode
- Up to 192KHz audio sample rates
- I2S and analog stereo line-in audio inputs
- 8-bit MPEG-2 Transport Stream output with DVB support
- SPI and UART host interfaces
- Single 5V power input
- 100mm x 55mm x 5mm micro-mezzanine form factor

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The following features are the main highlights for the WW20BADM decoder module:

- H.264 video decode
- Up to 1080p30 support, including 720p60
- Super Low Latency Technology™ for sub frame-rate latencies
- 16-bit BT.709 video data output
- Dolby® Digital Stereo® or PCM audio decode
- Up to 192KHz audio sample rates
- I2S and analog stereo line-out audio outputs
- 8-bit MPEG-2 Transport Stream input with DVB support
- SPI and UART host interfaces
- Single 5V power input
- 100mm x 55mm x 5mm micro-mezzanine form factor

Designing carrier boards for the WW20BACM and WW20BADM modules is straightforward. The modules come with industry standard signal interfaces for the video, audio and TS I/O. The 16-bit video data interfaces can be directly connected to off-the-shelf HD-SDI, HDMI or Component Video ADCs and DACs. The 8-bit TS interfaces can be directly connected to off-the-shelf DVB-ASI or DVB-SPI transceivers.

Availability

The first WW20BACM and WW20BADM modules and comprehensive development kits are scheduled for sampling in May 2008. Mass production of the modules is scheduled in June 2008. Customers should contact sales@wwcoms.com for updates on availability and pricing.

About W&W Communications, Inc.

W&W Communications is a fabless semiconductor company, which develops best-in-class video compression solutions for consumer, professional, enterprise and infrastructure applications. Its innovative product line includes highly optimized, super low latency, power-efficient, high-definition H.264 codecs and multi-format, multi-channel transcoders. The company is headquartered in Sunnyvale, CA with offices in Beijing, China and Madrid, Spain. For more information visit www.wwcoms.com.

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