PRESS RELEASE
For immediate release

JPEG-XS standard preview by intoPIX at SMPTE ATC 2018: Live streaming demo, lossless quality game, first TICO-XS hardware implementation.

Belgium, Mont Saint-Guibert, October 16 2018 - intoPIX, leading provider of innovative video compression technologies, presents a full JPEG-XS standard preview at the SMPTE 2018 Annual Technical Conference & Exhibition in Los Angeles on booth 314 next week.

The coding experts of intoPIX are demonstrating a first TICO-XS hardware implementation of the upcoming JPEG-XS standard in a complete low latency live "4K streaming-over-IP" application with real-time playout.
Moreover, on a separate screen, intoPIX organizes a "lossless quality game". Every visitor will be able to judge the codec's quality on a split screen playback; displaying various videos in a side by side uncompressed / compressed mode with varying compression ratios down to 10:1 compression.

What are the benefits of TICO-XS?

Currently under standardization as JPEG-XS by the JPEG committee (ISO/IEC SC29 WG1), the codec is suitable for IP workflows in studio environments, local video networks and VR/AR applications. Built upon the intoPIX TICO technology, it enables simple integration in all existing hardware or software systems due to the high granularity of parallelism in the algorithm.

It offers an interesting alternative over supporting expensive uncompressed video networks. The JPEG-XS standard enables the use of standard COTS Ethernet infrastructures or other wired connections to realize hassle-free and cost-effective IP transmission.

Poised to take advantage of the SMPTE ST 2110 transmission layer system over IP, it brings further bandwidth efficiency for elementary flows in HD, 4K and 8K with microsecond latency, lossless quality, and bandwidth usage typical for any production workflow: ranging from 125Mbps to 400Mbps for HD and 500Mbps to 1.6Gps for 4K.

About intoPIX

intoPIX (www.intopix.com) is an innovative technology provider of compression and image processing solutions to AV equipment manufacturers. Empowering visual communications for human and machine vision applications, intoPIX develops unique FPGA/ASIC IP-cores and fast SDKs to manage more pixels, to preserve quality with no latency, to save cost and power and to simplify connectivity.

Over the past five years, intoPIX has played a key role in almost every significant intellectual property development in lightweight, low power, and low latency video compression. The company has invented and standardized the world's smallest and fastest mezzanine compression technology TICO (SMPTE RDD35), and is co-developer of the first international standard addressing this matter: JPEG-XS (based on TICO).

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