

The logo for Chips & Media, featuring the text "Chips & Media" in a white, sans-serif font. The ampersand is stylized. A trademark symbol (TM) is located to the right of the word "Media". The logo is set against a dark teal background that is part of a larger graphic element consisting of several curved lines in white, yellow, and teal.

Chips &
Media™

*Create Premier **M**ultimedia Solution*
Video Technology Leader

www.chipsnmedia.com



*Chips&Media is a Worldwide leader
in video processing technologies*

Company fact sheet

Name	Chips&Media, Inc.
Established	Mar. 2003
CEO	Steve Sanghyun Kim
Headquarter	Seoul, Korea
Products	Video Codec IP

Chips&Media makes possible customers' success and a happy world by providing the best technology and quality service in a timely manner

Headquartered in Seoul, Korea Chips&Media is a leading provider of video IP cores that have been deployed in high volume markets including wireless handsets, home entertainments, communication, networking, and portable multimedia markets.

Since 2003, as a first mover in licensable video IP, Chips&Media has been developing a series of reliable, high-quality solutions that allow its customers to satisfy growing consumer demand for high performance multimedia digital devices.

Its advanced video IP cores, BODA™ and CODA™, cover a full line of video standards such as MPEG-2, MPEG-4, H.263, H.264/AVC, VC-1, DivX, RealVideo and AVS from CIF to full HD resolutions.

Chips&Media's predominant video technologies world-widely delivered to top-tier semiconductor companies including Freescale, MtekVision, VIA Technologies and more. In 2009 its licensees shipped over 30 million System-on-Chips(SoCs) in a range of target market segments - from mobile handsets to digital televisions.





Chips&Media Business

Chips&Media designs and licenses video IP cores to a worldwide basis semiconductor companies. These companies utilize Chips&Media IP designs to create and manufacture their SoCs. Chips&Media typically charges licensing fees to access to its technology and royalties based on a percentage of the chip price or each unit of silicon which incorporates our technology .



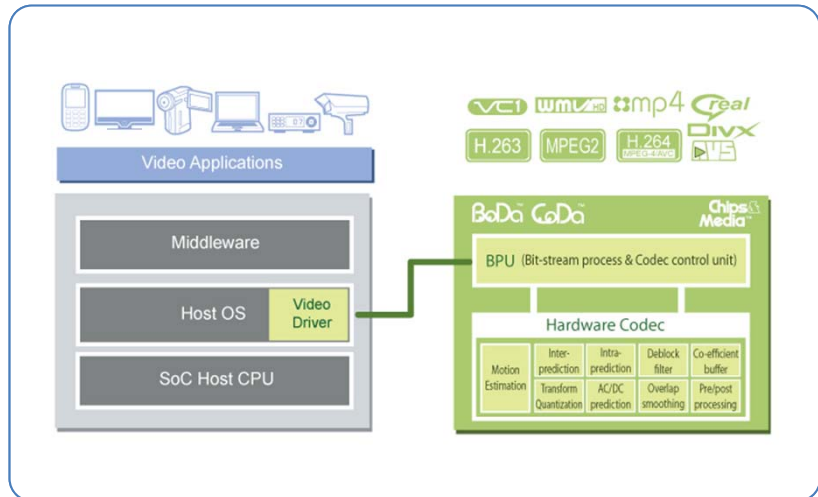
Chips&Media's predominant video technologies worldwide delivered to top-tier semiconductor companies shown here.

Have built up strong and long term partnership with our customers



Chips&Media Technologies

Chips&Media's unique architecture combined hardware and firmware enables to address the challenging system requirements presented by the global demand for embedded systems to perform increasingly complex functions



"Provides best-in-class solutions to help customers achieve time-to-market with low cost"

"2" High
"2" Low

High-Performance

We provides the powerful, fast and efficient solutions to address very complex real world systems.

Low-Power

Our ultra low power architecture can bring a rich multimedia experience on mobile devices.

High-Efficiency

Our cores offer extremely high bus efficiency using intelligent memory management.

Low-Risk

We deliver fully validated solutions which are proven in volume shipments and various implementation.

Chips & Media
TM

Chips&Media Products

Chips&Media offers a comprehensive product line, delivering high-performance and low-power solutions from mobile products to set-top box and HDTVs.



BODA™ video IP cores are multi-standards video decoders including H.264, VC-1, H.263, DivX, MPEG-4, MPEG-2, AVS, RealVideo and Sorenson Spark.

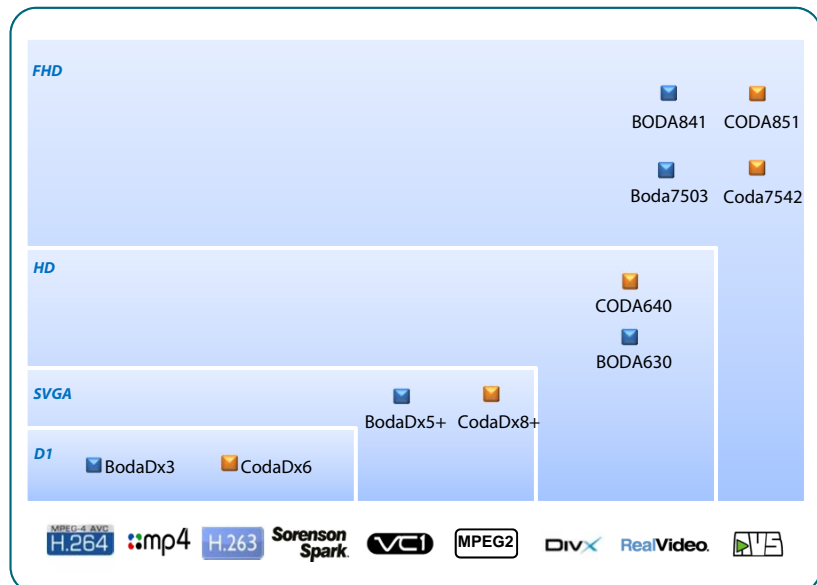


CODA™ video IP cores are video encoder /decoder solution which delivers multi-standard encoding of video including H.264, MPEG-4 and H.263 at HD resolutions

Our comprehensive portfolio covers all common video standards and all resolutions.



BODA™/CODA™ cores comprehensive portfolio





Chips&Media Markets

Chips&Media's broad IP portfolio delivers advanced video solutions for a wide variety of emerging markets including mobile consumer - mobile phones, portable multimedia players, home consumer - HDTVs, DVDs, Set-top boxes and networking application such as IP cameras, home networking solutions, and so on.



Mobile Multimedia

A mobile consumer product represents devices that we can communicate, entertain, do something with them while we move. This kind of market like mobile phones, portable multimedia players and netbooks impose the most stringent requirements on power and demands low power architecture. Chips&Media's proprietary video processing by hardware implementation enables SoC designers to achieve ultra low power consumption on a small silicon area.

Home Consumer

The trends in home consumer electronics sector such as digital TVs, set-top-boxes, blu-ray DVD players and game consoles is shifting towards complex products. The DTV as a center of digital home convergence has become the entertainment portal where all sources of media can converge. To better serve these markets, Chips&Media offers multi-standards video codec that can encode and decode MPEG1/2/4, H.264, VC-1, DivX, RealVideo and AVS format of video up to full HD resolutions.

Networking

The network market consists of network-enabled video applications such as network surveillance cameras, digital video recorders, digital video servers, video-centric media adapter and media server devices. This market trends is migrating to higher resolution, more intelligent functions and better compression techniques. Chips&Media provides H.264 high, main or base profile and MPEG-4 advanced simple profile with simultaneous 16-channels encoding/decoding.

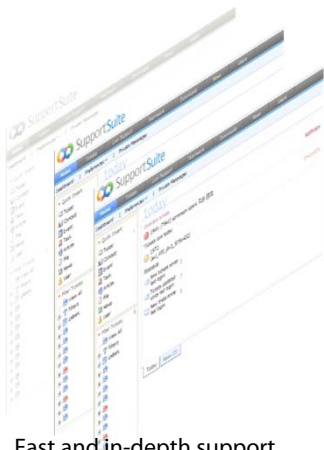


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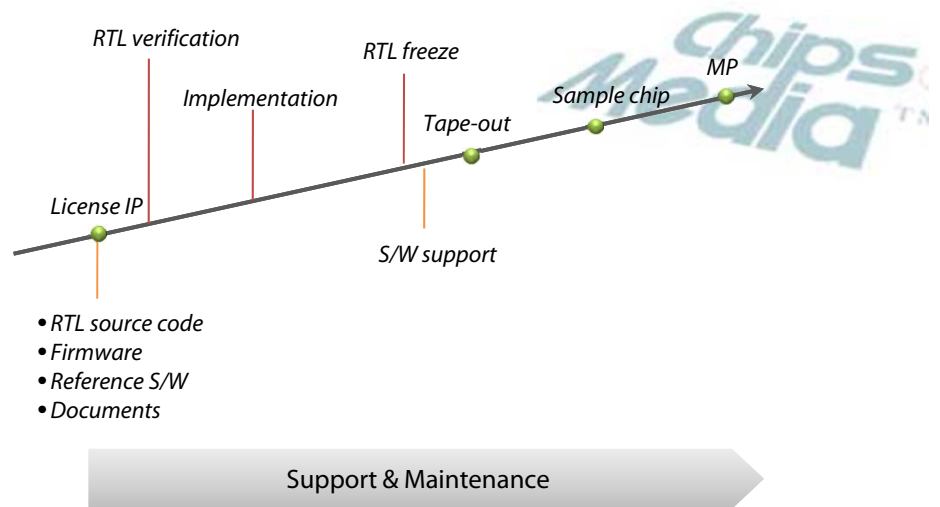


Chips&Media Support

Chips&Media's experienced support team of specialized video processing engineers can help you to concentrate or focus on differentiating and delivering your products to market fast.



Fast and in-depth support service via ticketing system

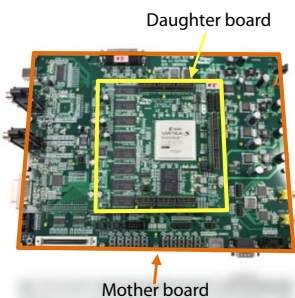


- RTL source code
- Firmware
- Reference S/W
- Documents

Support & Maintenance

Demonstration and Evaluation Platform

Chips&Media's demonstration and evaluation platform which consists of mother board with a Xilinx™ Vertex4 LX60 FPGA , one daughter board with a Xilinx™ Vertex5 LX330 and test software package helps users to test and verify the features of video IP core.



- Flexible FPGA based processing
- 32bit DDR SDRAM
- PC communication
 - UART ports
 - HPI
- PS/2 port
- Digital video input

KOREA - Headquarters
Chips&Media,Inc.
Samho Bldg. 2/6fl, 997-9, Daechi-Dong,
Gangnam-Gu, Seoul, Korea
t : +82-2-568-3767

CHINA
Chips&Media Shanghai Office
Shanghai Tower A2117, 85 Loushanguan Rd.
ChangNing Distict, Shanghai, China
t : +86-21-6278-2288(#217)