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Sigma Announces New Studio-Quality Video Imaging Solution for Professional Applications

Latest extension of VXP technology offers a dual channel solution with 12-bit processing for applications demanding the highest quality.

LAS VEGAS – April 14, 2008 – Sigma Designs (Nasdaq: SIGM), a leader in digital media processing system-on-chip (SoC) solutions for consumer electronics, today announced the new VXP9452 processor, an advanced video imaging processor that offers two fully separable video processing channels each featuring full 12-bit input and output support. As the latest extension of the world renowned VXP® product line which is used by the leading digital broadcast TV, cinema studios and home theatre manufacturers, the VXP9452 is intended for use in audio/video receivers, video/image processors, cinema/home theatre projectors and professional monitors. Announced at this year's 2008 NAB Show in Las Vegas, the VXP9452 further extends Sigma's leadership in media processing technology for advanced high definition, studio quality consumer electronics.

“The VXP9452 enables Sigma to expand into the professional image processing market by offering broadcast studio quality in an IC for very precise, high-end applications,” said David Lynch, VP & GM Image Processing Products, Sigma Designs. “Since VXP technology represents the premier video processing solution for professional applications,

it will eventually create a prestigious extension of our industry leading consumer SoCs as well.”

The VXP9452 is the first processor to introduce 12-bit processing power, which delivers an extremely crisp picture to professional video/image processors and converters, audio/video receivers, professional monitors, and multi-viewer systems. The product comes with two completely separable premium video channels with all VXP processing enhancements available on both channels simultaneously. The channels can be combined via a simple Field-Programmable Gate Array (FPGA) to provide an excellent 4k x 2k image.

The highly precise 12-bit processing at both the input and output provides peerless 12-bit images and delivers advanced picture enhancement capabilities for noise reduction, compression artifact removal, adaptive contrast and detail enhancement – all the features cinema and broadcast TV studios and consumer electronics manufacturers are used to achieving with VXP technology. Further product enhancements include an 8-axis selective color correction to smoothly compensate for display color imperfections and improved cadence detection to support non-standard formats (e.g. 6:4, 5:5, 8:7, 2:2:2:4, 2:3:3:2, 3:2:3:2:2) as well as both interlace and progressive film.

Additional features of the VXP9452 include motion and edge adaptive de-interlacing, robust film cadence detection providing fast 3:2/2:2 lock time, adaptive 2D and 3D noise reduction, adaptive block and mosquito compression artifact reduction, multi-tap 2D scaling engine, adaptive detail enhancement with over/under shoot control, and adaptive contrast enhancement. In addition, the VXP9452 comes with a wide range of multi-standard support for all digital television (DTV) and PC graphics formats.

VXP technology uses the most advanced image processing algorithms available to deliver crisp, natural looking, artifact-free images on displays of virtually any size. Fully compatible with previous VXP processors, the VXP9452 uses the VIPER VXP Device Configuration Tool to produce product implementations quickly and easily.

Editors Note: Since Sigma's acquisition of Gennum's VXP® Image Processing business in February 2008, the VXP9452 marks the first product announcement of Sigma's VXP video imaging processing series of products.

VXP technology delivers unprecedented image quality

Developed from its broadcast heritage, VXP technology contains robust algorithms that ensure outstanding image quality. The high precision color processing means more than one billion colors are used for eye-catching, natural images and uncompromised video quality. At the heart of the technology is motion adaptive de-interlacing with dynamic directional interpolation, which removes jagged edges that can result from motion in HD and SD interlaced formats. Enabling the up or down scale of SD and HD formats, the programmable scaling engine ensures the proper enlargement and reduction of the images without any loss of quality. Coupled with advanced image enhancement algorithms in a low-power, low-latency architecture, Sigma's solutions comprise the most advanced single-chip image processors on the market today.

About Sigma Designs, Inc.

Sigma Designs is a leading fabless provider of highly integrated system-on-chip, or SoC, solutions that are used to deliver multimedia entertainment throughout the home. Sigma's SoC solutions combine its semiconductors and software and are a critical component of multiple high-growth, consumer applications that process digital video and audio content, including internet protocol TV, or IPTV, high definition DVD players, high definition TVs, or HDTVs, and portable media players. Headquartered in Milpitas, Calif., Sigma Designs also has sales representatives in the United States, Belgium, China, Japan and Taiwan and sells its products through a third-party distributor in Korea. For more information, please visit Sigma Designs' web site at www.sigmadesigns.com.