IDT (Integrated Device Technology, Inc.) announces the latest addition to its Hollywood Quality Video® (HQV®) family of video processors. The new chip, the IDT HQV Vida™ processor, takes the industry-leading Hollywood Quality Video processing technology to a new level of performance, significantly improving the viewing experience for the consumer.

The Vida processor enhances image detail and quality with four-field motion adaptive de-interlacing, multi-cadence tracking, expanded 12-bit colour processing and detail enhancement. The result transforms standard-definition sources to HD quality and makes HD look even more detailed. Moreover, the device also provides real-time clean-up of highly compressed video, reducing compression artifacts of block and mosquito noise from lower-quality sources.
“Quality-conscious HDTV viewers tap into an increasing variety of digital video from internet and cable-satellite providers,” said Richard Doherty, Research Director for the Envisioneering Group. “IDT has demonstrated video enhancement which delivers benchmark performance even when viewing popular internet video sites which traditionally look grainy or blotchy on other TVs or PCs.”

The IDT VHD1900 incorporates two new IDT HQV technologies, Auto HQV and HQVStreamClean, which automatically enhance the incoming image and provide powerful clean-up of source video, allowing the picture to be as crisp and clean as possible.

Auto HQV enables hands-free adjustment to optimise the image quality of content from different sources or content that varies in quality. Auto HQV analyses the video content to adaptively adjust image and noise processing parameters to optimise image quality and reduce artifacts.

With increased viewing of low-resolution and highly compressed Internet content on larger screen displays, compression artifacts and noise are highly visible and distracting to viewers. HQV StreamClean incorporates three noise reductions techniques: adaptive mosquito, block, and temporal. These selectively reduce difficult-to-remove image artifacts. Moreover, the Vida processor also contains resolution enhancement technology that generates pristine and detailed upscaled images to make standard definition content look near-HD in quality and can even further enhance detail in HD content.

“The model for consumer video is changing. More content is becoming available on the Internet and Consumers want to view this content wherever and whenever they want. HQV is already known as the industry’s premier standard for video processing but, with the introduction of the Vida processor, IDT HQV takes video processing to a new level of excellence,” said Ji Park, vice president and general manager of the IDT Video and Display Operation.

The IDT HQV VHD1900 also features 14-bit internal processing and 12-bit output for deep colour processing and 3D gamut conversion for xvYCC processing. These capabilities provide accurate conversion of regular and wide gamut content to the display’s native gamut. In addition, the VHD1900 features six-axis colour control, with independent adjustment of the hue, saturation and intensity of any colour.

All of this processing technology is fully integrated into a compact 128-pin TQFP, the smallest form factor currently available among video processors. The new IDT HQV video processor features no external DRAM and, by integrating on-chip memory, can easily be incorporated into any video system. With its low power consumption and low latency, the Vida video processor is perfect for DVD and Blu-ray players, digital TVs, set-top boxes, personal video recorders (PVRs), audio video receivers (AVRs), and projectors, as well as mobile media device docks and media adaptors.

The next-generation IDT HQV VHD1900 is available for sampling to qualified customers. For more information, visit www.IDT.com/go/Display.

About IDT HQV

IDT HQV video processing technology brings the IDT silicon-based problem-solving heritage to the HQV video processing expertise. The combination of the IDT HQV products and technology, and our complementary IDT PanelPort stand-alone receiver, and receiver with integrated timing controller, provide IDT with the ability to provide increased value-add to our customers, while helping to continue the on-going success of the flat-panel market.
The Emmy® award winning HQV video processing technology enables the sharpest and most detailed HD images possible by using features such as true 1080i-to-1080p HD deinterlacing, and a sophisticated multi-directional diagonal filter which ensures that video is free from jagged edges. HQV technology also enables SD material to approach HD quality by employing advanced scaling, per-pixel detail enhancement, and noise reduction technology that removes noise and artifacts caused by compression.

About IDT

With the goal of continuously improving the digital media experience, IDT integrates its fundamental semiconductor heritage with essential innovation, developing and delivering low-power, mixed-signal solutions that solve customer problems. Headquartered in San Jose, Calif., IDT has design, manufacturing and sales facilities throughout the world.

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