SAN JOSE, Calif., July 22, 2009 – IDT® (Integrated Device Technology, Inc.; NASDAQ: IDTI), a leading provider of essential mixed signal semiconductor solutions that enrich the digital media experience, today premieres the latest offering from its Hollywood Quality Video™ (HQV®) video processing line. 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 color 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 pixel-popping 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 optimize image quality of content from different sources or content that varies in quality. Auto HQV analyzes the video content to adaptively adjust image and noise processing parameters to optimize 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 — to selectively reduce these difficult-to-remove image artifacts. Moreover, the Vida device 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. Unfortunately most internet content is highly compressed and compression artifacts are very visible when viewed on larger screen displays. The Vida processor offers breakthrough performance in cleaning up these...
low-quality video sources,” said Ji Park, vice president and general manager of the IDT Video and Display Operation. “HQV is already known as the premier standard in video processing today. And, with the Vida device, IDT HQV takes video processing to a new level of processing excellence.”

The latest offering from IDT HQV also features 14-bit internal processing and 12-bit output for deep color 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 color control, with independent adjustment of any color’s hue, saturation and intensity.

All of this processing technology comes fully integrated and is offered in 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 and low latency, the Vida device is perfect for DVD and Blu-ray players, digital TVs, set-top boxes, personal video recorders (PVRs), audio video receivers (AVRs), projectors, and mobile media device docks and media adaptors.

Pricing and Availability
The next generation HQV device is available for sampling to qualified customers. Price for this device is $25.00 for 1,000 units, and is available in a compact 128-pin TQFP package. 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 combined IDT HQV products and technology, and our complementary IDT PanelPort™ stand-alone receiver and receiver with integrated timing controller products, result in the IDT ability to provide increased value-add to our customers while helping continue the ongoing success of the flat panel market.

The Emmy® award winning HQV video processing technology enables the sharpest and most detailed HD images possible by utilizing features such as true 1080i-to-1080p HD deinterlacing, and a sophisticated multi-directional diagonal filter that ensures video 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. IDT stock is traded on the NASDAQ Global Select Stock Market® under the symbol “IDTI.” Additional information about IDT is accessible at www.IDT.com.

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For more information: http://www.IDT.com/go/Display