

Joint project with Technological University Munich wins the “Best Student Paper Award”

Hsin Chu, Taiwan – February 5th, 2009 – Taiwan ImagingTek (TITC) today announced that the result of a joint project with Technical university, Munich (TUM) and Deutsche Telecom AG., has won the “Best Student Paper Award” in the SPIE Visual Communications and Image Processing (VCIP), San Jose, Jan. 20-22, 2009.

“This project of the H.264 video compression directly from the Bayer pattern was initialized by Mr. Blue Lan, the R&D head of Taiwan Imaging-tek (TITC) 4 years ago. TITC has the vision identifying the value and realizing it through a joint research with Communication and Internet Labs(Lehrstuhl für Kommunikationsnetze) of TUM” says Professor Eckehard Steinbach, the director of the international cooperation office of TUM and the leader of the key inventing group contributing to the H.263 and H.264 video compression standards.

The paper entitled "Low-Complexity Bayer-Pattern Video Compression using Distributed Video Coding" with the co-author of Mr. Chen Hu, a candidate of Ph.D. degree in TUM discloses a new method of compressing video directly converting the Bayer/DeMosaic pattern to YUV with much less times of color component accessing. The result is 2-4 dB higher image quality compared to the conventional way of video compression going thru an extra Bayer/DeMosaic pattern to RGB conversion step. Deutsche Telecom joined and endorsed for this valuable research 1 year after TITC and TUM kicking off this project (picture of the TUM profession Dr. E.Steinbach signing a contract with Start Sung of TITC). TUM has signed a contract and transferred its right of this invention to TITC. TITC has filed 2 US patent applications for this invention, one in video compression and another in still image compression.

“TITC has aggressively invested in valuable technology and enjoyed the fruitful results of top image quality, less design complexity and low power consumption of this joint project with TUM and Deutsche Telecom.” Says Star Sung, the CEO of TITC. “In the past 6 years since its establishment, TITC has worked with world top research institutes for ~10 projects. The prevailing benefits of the 3 projects with TUM encourage TITC to invest more in Lehrstuhl für Kommunikationsnetze of TUM”. Some world top DVR and DSC system/IC suppliers are licensing IPs including this invention from TITC.

The new is released in the official web of TUM

<http://www.lkn.ei.tum.de/news.php?lang=en&newsid=80>

About Taiwan ImagingTek (TITC)

Taiwan ImagingTek Corporation (TITC/ImagingTek) is dedicated to the development and research of innovative image/video/audio processing and compression technology. ImagingTek was established in November 2002 with its main office located in ITRI Open Labs (A Taiwan government sponsored research institute). ImagingTek is originally financially backed by a German federal government fund (tbg) has a business operation in Munich, Germany. TITC's core compression technology has entered production in image and video related electronic products which provides substantial cost savings to system manufacturers and will provide the end users of digital camera DSC/DVR, DVD/DV/STB, LCD/DTV, Web/IP Cam, MFP, LCD Dr. Mobile phone... etc. with benefits such as high performance, lower cost, and lower power consumption. More information on TITC is available at <http://www.Imaging-Tek.com/>

About Deutsche Telecom AG is the largest German telecommunication equipment and service supplier. For more information regarding Deutsche Telecom please refer to <http://www.deuschtelekom.com/dtag/cms/content/dt/en/6908>

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