New Audio Compressor Technology Halves the Storage Memory Requirement

Tampere, Finland, 1 November 2001 – VLSI Solution Oy announced today a completely new audio compression technology. The New technology known as PlusV provides an extremely efficient compression of high frequency components of an audio signal. PlusV was developed to improve the sound quality in other audio compression formats, such as MP3, at lower bit rates. MP3+V halves the required bit rate while maintaining the original sound quality. MP3+V bit streams are fully compatible with the existing MP3 solutions. PlusV technology is freely available for developers of PC audio software.

With PlusV technology, more music with better quality can be stored on portable MP3 devices. MP3 stream broadcasters benefit from PlusV by reaching more listeners and by offering good quality streams to users with ISDN or modem connection. PlusV technology is not limited to MP3 format but can also be used with other audio compression technologies such as Ogg Vorbis or RealPlayer.

One of the first implementers of the technology is Ionific Ltd, the mobile multimedia enabler. "Ionific has been looking for audio technology for delivering high quality music on portable devices", says Otto Chrons, CTO of Ionific Ltd. "PlusV technology coupled with MP3 enables the use of high quality audio even in limited resource mobile devices such as PDAs and smartphones," he continues.

"PlusV brings good news for MP3 device manufacturers as smaller amounts of expensive storage memory are needed for the same sound quality," says Tapani Ritoniemi, President of VLSI Solution Oy.

VLSI Solution and Ionific invite the PC software developers to participate in taking up this new technology in various SW projects. "We will publish the detailed specifications of the technology for anyone to use in their own projects limited to PC and Internet usage," says Mr. Ritoniemi. Additionally VLSI Solution has published a reference encoder and a decoder with full source-code, which are downloadable at www.plusv.org. The technical documentation with example bit streams can be found at the same web site.

VLSI Solution is a technology development and design service company, offering technology licensing, product development and custom IC sales. VLSI Solution applies its system level experience on DSP (Digital Signal Processing) to IC designs including analog functions such as a low power MP3 audio player chip. VS1002 will implement PlusV technology as well as the normal MPEG Audio. For more information on VLSI Solution, please visit www.vlsi.fi or contact by email info@vlsi.fi

Ionific Ltd. is a wireless multimedia software company, creating the leading technology and concepts for enabling rapid and profitable wireless multimedia application development for the global market. Our solid system-wide solution speeds up the development cycle dramatically, while ensuring high quality, giving mobile service providers an edge over their competition. For more information on Ionific, please visit www.ionific.com

VLSI Solution Oy
Hermiankatu 6-8 C
FIN-33720 Tampere
Finland

Tel. +358 3 3165 210
Fax. +358 3 3165 220

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