



## PRESS RELEASE

Place de l'Université, 16  
1348 Louvain-la-Neuve, Belgium  
Tel.: +32 10 23 84 70

8 October 2010  
For immediate release

---

### **intoPIX delivers its high performance 4K JPEG 2000 decoder to Sony Corporation.**

*The IPX-JP4K decoder is directly integrated in the Sony 4K SXR Digital Cinema System*

**Louvain-la-Neuve, Belgium – intoPIX**, the leading JPEG 2000 solutions provider, today announced that Sony Corporation has licensed and integrated the intoPIX 4K JPEG2000 decoder into the 4K SXR digital cinema system. With its smart single chip FPGA implementation, impressive performance and quality, the 4K decoder offers a unique solution, making it the technology of choice for the digital cinema industry.

"We're extremely pleased to work with a flagship partner such as Sony Corporation," said intoPIX CSO, Jean-François Nivart. "Sony is an established cinema equipment manufacturer, leader in 4K projection. And it's yet one more example of the continuously ongoing adoption of our JPEG2000 technology."

"By integrating intoPIX' JPEG 2000 technology, Sony added one more reason why theaters large and small are making Sony 4K technology their projection of choice. Sony is the only digital cinema total system supplier which can actually provide 4K resolution solution as of today." said Toshihiko Kitazawa, Senior Technical Manager of the Sony Visual Presentation Solutions Business Division, DC Department.

Both intoPIX and Sony Corporation will be present at ShowEast, October 11-14.

## **About intoPIX s.a.**

intoPIX is passionate about image.

intoPIX offers leading-edge JPEG 2000 image compression, security and hardware enforcement IP-cores for audio-visual markets. Their implementation in the latest generation of FPGA chips provides today's highest quality, most flexible and cost effective handling tools for high throughput data streams.

Located in Belgium, intoPIX is present at key locations around the world with subsidiaries in Japan and in the USA. Thanks to its first-class and recognized expertise in image technology & micro-electronics, the intoPIX team can guarantee a top-notch quality of product and support to every customer. intoPIX knows how to provide IP-Cores that work.

More information on the company and its product range can be found at their website at [www.intopix.com](http://www.intopix.com)

## **Media Contacts:**

Jean-Baptiste Lorent  
Marketing Manager, intoPIX s.a.  
+32 496541755  
[jb.lorent@intopix.com](mailto:jb.lorent@intopix.com)

Place de l'Universite, 16  
B-1348 Louvain-la-Neuve  
Belgium  
Tel: +32 10 23 84 70  
Fax: +32 10 23 84 71