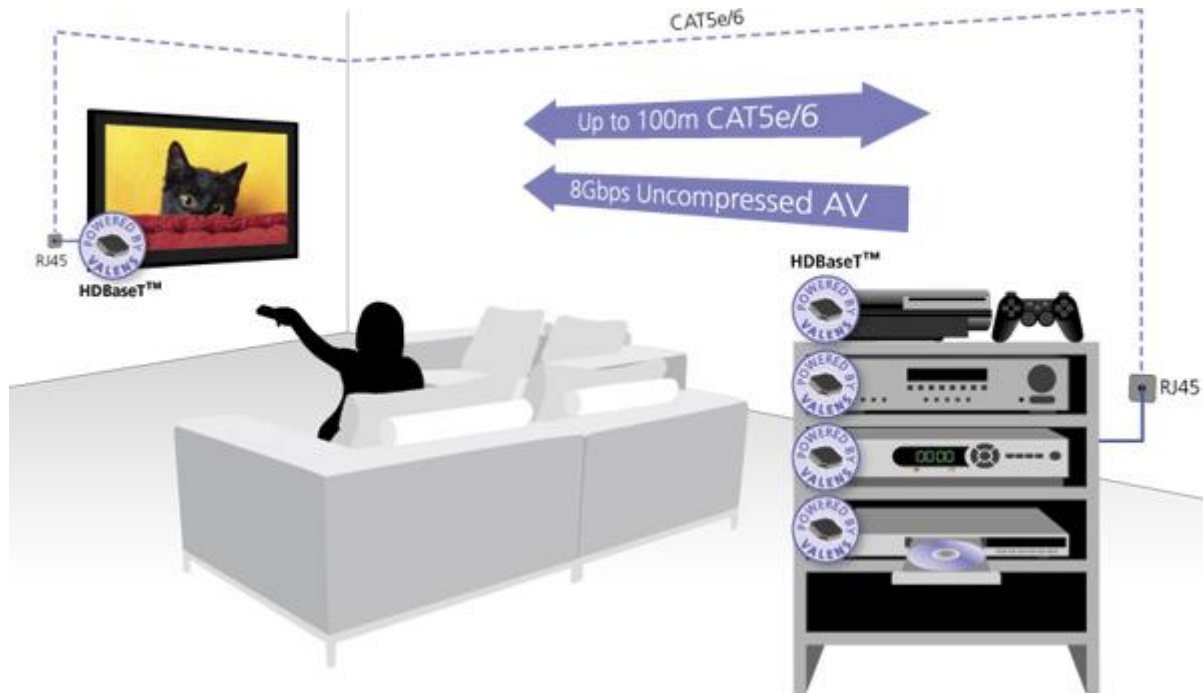


Valens HDBaseT tech carries HD video, audio and internet over Ethernet

by **Darren Murph**, posted Dec 15th 2008 at 11:47AM



Merely a day after we heard that the ITU had ratified G.hn as the new global standard for HDTV home networking, along comes Valens Semiconductor to keep the whole HD-over-Ethernet conversation going. Hailed as the first system to send and receive uncompressed HD video, audio and internet simultaneously over a single Ethernet cable, its HDBaseT technology will be showing off to the world at CES 2009. Reportedly, it's working towards "creating HDBaseT as the new digital connectivity standard for HD multimedia distribution," but we don't suspect that will be an easy road to traverse. Both the VS100SK (receiver) and VS100SR (transmitter) ICs are scheduled to be commercially available in 2H 2009, and we're even led to believe that they could be integrated within Blu-ray players, set-top-boxes, HDTVs and projectors. Full release and diagram is after the break.



Valens Semiconductor Demonstrates Seamless High-Definition Home Entertainment Connectivity at CES 2009

Valens' HDBaseT™ extends current digital connectivity technologies with first ever full HD multimedia content and Ethernet via a single 100m/328ft LAN cable

HOD HASHARON, Israel – DATE, 2008 – Valens Semiconductor, a fabless semiconductor company, announced today that it will demonstrate the first ever convergence and high quality transmission of uncompressed high-definition (HD) video, audio and Internet via a single LAN cable, creating a seamless end-to-end entertainment and networking experience in the home environment.

At the 2009 International Consumer Electronics Show (CES), taking place January 8 - 11 in Las Vegas, Valens will introduce its HDBaseT™ technology in South Hall 2, Booth 27006. Valens is working towards creating HDBaseT as the new digital connectivity standard for HD multimedia distribution by overcoming the limitations of current wired and wireless technologies, while ensuring content rights for Hollywood studios and other content providers.

Valens' VS100SK (receiver) and VS100SR (transmitter) ICs, the first to implement HDBaseT, will be commercially available during the second half of 2009. A source side implementation, VS100SR is

designed for use inside Blu-ray DVD players, set-top boxes (STBs) and other HD source equipment. A sink side implementation, VS100SK is designed for use inside HDTVs, projectors and other display equipment.

With the growth of the HD market, consumers are looking for a way to connect TVs and other display equipment with entertainment devices, such as a Blu-ray DVD player, for in-home converged distribution of HD multimedia content. This demand to access and easily distribute HD content to any device at any time has caused consumer electronics manufacturers and content providers to push the limits of existing wired connectivity technologies, such as HDMI, MOCA and HomePlug, and emerging wireless technologies, including 802.11n, WHDI and WirelessHD.

While some existing technologies are limited in terms of bandwidth and cannot support uncompressed video, others are limited in terms of distance, reliability, flexibility, overall system cost and cost of installation – all pressure points for the end user. The demand for in-home converged distribution of HD multimedia content and the lack of adequate existing technologies are driving the industry towards a HD digital connectivity standard that increases distance of data transfer, expands distribution, extends the range, simplifies installations and lowers overall system cost.

Valens' HDBaseT technology is optimized for video application and can connect all the entertainment devices at home by providing the 5Play™ convergence of 8Gbps of uncompressed full HD digital video, audio, 100BaseT Ethernet, power over cable and various control signals. HDBaseT overcomes the limitations of HDMI and other current technologies as the first technology to enable long-reach wired connectivity of uncompressed HD multimedia content via up to 100m/328ft low-cost single standard Cat-5e/6 cable. This enables both point-to-point connectivity and full multimedia distribution with higher reliability, longer distance and lower cost cable, while supporting all existing and future content protection schemes.

"The market for HD content continues to grow and evolve as the end user increases content consumption. But today, connectivity and distribution of video, audio and Internet in the home entertainment environment are inconsistent," said Dror Jerushalmi, CEO, Valens Semiconductor.

"HDBaseT is revolutionizing the multimedia distribution of uncompressed HD multimedia content via a single LAN cable. There is no technology on the market today that is better positioned to be the future HD digital connectivity standard than HDBaseT."

In addition, Valens' HDBaseT technology offers a combination of media distribution and content protection that provides studios and CE manufacturers with a high level of content security and high quality transmission of uncompressed HD video, audio and data in a home environment.