

# Texas Instruments Collaborates with Human Monitoring for its High Quality H.264 Encoders

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**PR Newswire**

*Human Monitoring Ltd.*

Human Monitoring Ltd. (Israel), a leading provider of advanced video and image processing solutions for embedded platforms and PCs, announced that Texas Instruments Inc. (Dallas, Texas) is collaborating with HM for further enhancement of its high quality H.264 encoders for the broadcast market.

The enhanced cooperation between the two companies follows the successful completion of a BIRD (Binational Industrial R&D Foundation) project. Last year HM released enhanced HD H.264 encoders for universal applications on TI's high definition (HD) DaVinci(TM) video processors.

HM, a technology provider of cutting edge video algorithms has integrated its most advanced video encoding related IPs with TI's full HD H.264 encoder for the most demanding broadcast applications. This collaboration offers higher quality encoding solutions for the video infrastructure market, which should lead to shortened development times and a reduction in encoding-per-channel costs without compromising compression quality.

"We are thrilled with the opportunity of having all our sophisticated algorithms on a single powerful platform of HD DaVinci(TM) processors. The combination of TI's hardware design and HM's algorithms enable us to produce immaculate video quality at even lower bit rates, leading the H.264 encoder market," commented Dr. Nitzan Rabinowitz, CTO of HM.

"HM's ability to provide top quality video, even with the most demanding video sequences, including action sports and transitions, is outstanding," said Brian Glinzman, general manager of TI's communications infrastructure business. "The enhanced quality and images that our combined technology enables promise to fuel growth in broadcast applications where video quality is imperative."

Texas Instruments is demonstrating the enhanced HM broadcast encoder in their meeting suite at the NAB tradeshow this week.

For more information on HM's encoder technology please send email to: [info@human-monitoring.com](mailto:info@human-monitoring.com) and visit our website at <http://www.human-monitoring.com/mattisse.html>

For more information on TI's DaVinci technology visit [www.ti.com/davinci](http://www.ti.com/davinci).

About Human Monitoring Ltd. (HM)

HM is a leading provider of video and Image processing solutions embedded platforms and PC. The company excels in efficient video algorithms consuming lower processing-power and memory resources while maintaining high quality and performance-levels.

Amongst HM's products are H.264 Encoders, Video Stabilizers, Panoramic-Stitching, Image Compression (based on H.264 video codec) and Motion-Compensated De-Interlacer; all of which are based on the company's intellectual property and patent-pending technology.

HM's Corporate Headquarters is located in Israel, Tel Aviv area, and sales are preformed globally with a network of partners, semiconductor vendors and distributors.

[www.human-monitoring.com](http://www.human-monitoring.com)

About the Texas Instruments Developer Network

Human Monitoring is a member of the TI Developer Network, a community of respected, well-established companies offering products and services based on TI analog and digital technology. The Network provides a broad range of end-equipment solutions; embedded software, engineering services and development tools that help customers accelerate innovation to make the world smarter, healthier, safer, greener and more fun.

About the BIRD Foundation

The BIRD Foundation's mission is to stimulate, promote and support industrial R&D of mutual benefit to the U.S. and Israel. BIRD supports approximately 20 projects annually with a total investment of around \$11 million per

year. To date, BIRD has invested over \$280 million in 813 projects, which have produced sales of over \$8 billion. Since the establishment of the Foundation 30 years ago, the accumulated repayments have totaled \$88 million.

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