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For Immediate Release

Anchor Bay Now Sampling Its ABT2010 Video-Processing IC

New Chip Is First to Feature PReP™ Technology for High-Definition Video Displays and Sources

LOS GATOS, Calif. — Feb. 12, 2008 — Anchor Bay today announced that the company is sampling its ABT2010 advanced video-processing IC. The ABT2010 is designed for format conversion applications in HDTVs; DVD, HD-DVD, and Blu-ray player/recorders; AV receivers; video conferencing systems; and digital signage.

Anchor Bay's ABT2010 video-processing chip features Anchor Bay's Video Reference Series™ (VRS™) 10-bit Precision Video Scaling II™, which scales standard- and high-definition images to achieve outstanding picture quality for today's high-resolution video displays, and Precision Deinterlacing™, which converts 1080i high-definition signals to 1080p using source-adaptive, five-field motion-adaptive, and edge-adaptive processing for an artifact-free viewing experience.

The new chip is also Anchor Bay's first IC to feature Progressive Re-Processing (PReP™) technology, a breakthrough processing technique that reverts the progressive video signal output from source equipment such as DVD players, AV receivers, and set-top boxes to its original interlaced format. PReP then converts the interlaced signal to progressive format using Precision Deinterlacing, eliminating jaggies, combing, and other degrading effects. PReP technology improves the picture quality of 480p, 576p, 1080p/50, and 1080p/60 signals, which can be compromised by mediocre deinterlacing techniques.

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The ABT2010 also features mosquito noise reduction and detail and edge enhancement to improve the picture quality of all video formats including 1080p.

For an unprecedented viewing experience, the ABT2010 also allows consumer electronics manufacturers to implement VRS RightRate™, a tearless frame-rate conversion technology from Anchor Bay that maintains progressive source cadence; VRS AutoCUE-C™, which automatically detects and removes chroma upsampling errors; and VRS Precision AV LipSync™, which delays audio to match video-processing delays. The ABT2010 supports HDMI 1.3 Deep Color and xvYCC color space and allows all formats to be passed-through for maximum system design flexibility.

“There has been great interest in the ABT2010 since we announced it, so we are pleased to have samples available for all the OEMs that have been eagerly awaiting them,” said Doug Fealtman, CEO at Anchor Bay. “As they will see when they try the chip, the ABT2010 is an exciting breakthrough for the video-processing industry, offering several video-processing technologies in one convenient solution. For consumer electronics manufacturers, this ABT2010 will take the quality of their customers’ displays to a whole new level.”

Production quantities of the ABT2010 will be available April 2008.

More information on Anchor Bay and the ABT2010 is available at www.anchorbaytech.com.

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About Anchor Bay
Anchor Bay designs and manufactures advanced digital semiconductor and award-winning system-level solutions for next-generation digital television and high-resolution digital video products. The company’s proprietary Video Reference Series™ (VRS™) technology allows Anchor Bay to offer a wide range of advanced video-processing solutions that greatly improve image quality on large-screen HDTV home theater systems and other video displays. The company’s product offerings include Precision Video Scaling™, Precision Deinterlacing™, Progressive Re-Processing™ (PReP™), color correction, detail enhancement, and noise reduction solutions.

Anchor Bay makes its VRS technology available in semiconductor products for OEMs and in its award-winning DVDO® iScan™ line of video-processing systems for end users. The company is dedicated to providing leading-edge video technologies that will enable current and next-generation ICs and systems to deliver reference-quality images across a wide range of displays and sources. Privately held, Anchor Bay maintains its headquarters in Los Gatos, Calif.

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