

## CAST SpeedView JPEG Encoder Core in Samsung Mobile Imaging Solutions

*Helps give Samsung image sensors competitive edge in fast shooting and management of high-resolution photos*

**Woodcliff Lake, NJ, May 13, 2010** — Semiconductor intellectual property (IP) provider CAST, Inc. today revealed that Samsung Semiconductor Israel R & D Center Ltd. has licensed CAST's SpeedView JPEG Encoder Core (SVE-JPEG-E) to develop Image Signal Processor (ISP) blocks to be integrated into image sensors manufactured by Samsung Electronics Co. Ltd.

To date, the SVE-JPEG-E core has been successfully used in the S5K5CA, a 1/5", 3Mp, Samsung System-on-Chip (SoC) image solution. The S5K5CA is a high-performance cost-efficient and small form factor imaging solution for slim mobile handsets, and is in volume production for many of the world's top handset manufacturers. Further information on the S5K5CA is available on the Samsung website: <http://bit.ly/samsung-S5K5CA>.

The CAST SVE-JPEG-E is a high-performance streaming based image encoder for image compression, providing easier integration, savings in area and power consumption, and advanced features in the S5K5CA. Learn more at <http://www.cast-inc.com>.

The SVE-JPEG-E licensing continues a successful relationship between CAST and Samsung Semiconductor Israel R & D Center Ltd, including a multi-use license for the CAST JPEG-E Encoder since first being licensed in 2005.

The JPEG IP cores were developed and are owned by long-time CAST development partner Alma Technologies, S.A. Based in Greece, Alma focuses on image and video compression and related technologies; learn more at <http://www.alma-tech.com>.

## About CAST, Inc.

CAST provides a broad range of popular IP cores and system IP for ASICs and FPGAs. Privately owned and operating since 1993, CAST has a reputation for high-quality IP products and industry-leading technical support. The company is headquartered near New York City, partners with IP developers around the world, and works with select sales consultants and distributors throughout Europe and Asia. Learn more at [www.cast-inc.com](http://www.cast-inc.com).

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