

Analog Devices launches Industry's first HDMI transmitter to feature on-chip consumer electronic control support

ADV7520NK simplifies portable HDMI product design by integrating consumer electronic control functions allowing end users to command multiple A/V devices with one remote.

Bangalore, Karnataka, IND, 2007-08-24 10:55:37 (IndiaPRwire.com)

Analog Devices' ADV7520NK is a low-power HDMI™ v1.3 (High-Definition Multimedia Interface) transmitter for portable media and DVD players, video recorders, and other mobile multimedia devices capable of supporting high-definition audio and video content. The ADV7520NK is the first HDMI transmitter to incorporate a CEC (Consumer Electronic Control) buffer on-chip, which reduces component count, eases design complexity and speeds time to market for portable high-definition (HD) devices by eliminating the need for the design engineer to develop a separate CEC support channel.

Providing added convenience, the CEC feature allows end users to use a single remote control to run multiple CEC-enabled HD devices, eliminating the need to juggle separate remotes to control the TV, set-top box and portable HD devices. For example, when viewing content from an HD DVC, DSC, or portable media player on an HDTV the CEC-enabled HDTV remote can be used to play or rewind movies, manage power-on, input selection and power-off functions for the TV, cable/satellite set-top box or audio/video receiver, switch between boxes, or change video and audio modes.

The ADV7520NK adds CEC support to the innovative low-power design of ADI's AD9387NK HDMI transmitter, which enables longer-running battery-powered video devices. Unlike competitive devices that can require external voltage translator chips, ADI's new HDMI transmitter includes 5 V-tolerant I/Os that support I²C and HPD (Hot Plug Detect). This further simplifies system design and extends battery life in portable electronics by eliminating external voltage translator chips to convert these I/O signals from 5 V to either 1.8 V or 3.3 V.

The new HDMI transmitter includes support for xvYCC (known as 'extended view' or 'extended Gamut YCC' as specified in IEC 61966-2-4) color gamut metadata, which increases the range of available colors to render the most life-like images possible when playing back digital video content. The ADV7520NK supports HDMI v1.3, DVI (Digital Video Interface) v1.0, and HDCP v1.3 standards as well as S/PDIF (Sony/Philips Digital Interface Format) and eight channels of I2S (Inter-IC Sound) audio to enable 7.1 surround sound audio with a max sample rate of 192 kHz.

The ADV7520NK HDMI transmitter is compatible with other Analog Devices components in the advanced TV signal chain, including the AD9388A 10-bit dual analog/HDMI receiver; AD7142 programmable capacitance touch screen sensors; and ADV7180 and ADV7441 video decoders.

Availability and Pricing

The ADV7520NK is sampling now, and will be available in full production quantities in November 2007. The ADV7520NK is priced at \$4.13 per unit in 1,000-unit quantities and is available in a 76-ball BGA (ball grid array) package or a 64-lead LFCSP (lead-frame chip-scale package). For more information, visit: <http://www.analog.com/pr/ADV7520NK>.

HDMI and High-Definition Multimedia Interface are trademarks of HDMI Licensing, LLC in the United States and other countries. All other trademarks are property of their respective owners.

- END -

Founded in 1965, Analog Devices, Inc. is a world leader in the design, manufacture, and marketing of high-performance analog, mixed-signal and digital signal processing (DSP) integrated circuits (ICs) used in signal processing applications. Headquartered in Norwood, Massachusetts, USA, the company has over thirty engineering design centers, located in twelve countries including manufacturing facilities in Massachusetts, California, North Carolina, Ireland, the Philippines, Taiwan and the United Kingdom.

Analog Devices established its presence in India in 1985 with a sales and solutions team. The main verticals ADI caters to in the country are the Defense, Telecom and Power sectors. In India Analog Devices has 2 development centers and a sales office

For more information, Please contact:

Rasick Gowda

PRO - The PRactice