

**Media Release
For Immediate Release**

Total: 3 pages

**I²R AND CAMBRIDGE SILICON RADIO COLLABORATE TO CONDUCT STATE-OF-
THE-ART RESEARCH TO REVOLUTIONISE CODING, MANAGEMENT AND
DELIVERY OF VIDEO CONTENT**

1. **Singapore, 9th February 2012** – The Institute for Infocomm Research (I²R), a research institute of the Agency for Science and Technology Research (A*STAR), is collaborating with Cambridge Silicon Radio (CSR), a world leader in wireless technologies, connectivity and location solutions to enable CSR to develop and market the next-generation standard-compliant as well as proprietary video coding solutions.
2. In this collaboration, I²R will perform comprehensive research and development (R&D) of several state-of-the-art video encoders and decoders. A video codec is an optimized software to encode or decode a video sequence. Codecs are downloaded together with video programs or in codec packs and most video players usually install a number of common codecs with the actual player programs. Encoders are devices or software that enable video compression of digital video files while decoders play back the video files for watching purposes.
3. “Working in partnership with I²R on this collaborative video research program marks our R&D investment in Singapore and also provides CSR the opportunity to productize innovative intellectual property in our next generation of product platforms. We are now in discussion for another video project to further strengthen our longer-term collaboration.” said Sanjay Vishin, Director Auto/PND System for CSR’s Automotive Products Group.

4. Dr Tan Geok Leng, Acting Executive Director of I²R said: “I²R is pleased to enter into this strategic partnership with CSR to develop advanced video technologies and commercialize our scalable video platforms with the help of industry partners. We view CSR’s decision to partner with I²R as an endorsement of our expertise in video processing, coding and delivery and our ability to work with companies to deliver cutting edge products.”

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About Institute for Infocomm Research (I²R)

The Institute for Infocomm Research (I²R pronounced as i-squared-r) is a member of the Agency for Science, Technology and Research (A*STAR) family. Established in 2002, our mission is to be the globally preferred source of innovations in ‘Interactive Secured Information, Content and Services Anytime Anywhere’ through research by passionate people dedicated to Singapore’s economic success. I²R performs R&D in information, communications and media (ICM) technologies to develop holistic solutions across the ICM value chain. Our research capabilities are in information technology, wireless and optical communication networks, interactive and digital media, signal processing and computing. We seek to be the infocomm and media value creator that keeps Singapore ahead. For more information about I²R, please visit www.i2r.a-star.edu.sg.

About the Agency for Science, Technology and Research (A*STAR)

The Agency for Science, Technology and Research (A*STAR) is the lead agency for fostering world-class scientific research and talent for a vibrant knowledge-based and innovation-driven Singapore. A*STAR oversees 14 biomedical sciences and physical sciences and engineering research institutes, and six consortia & centres, located in Biopolis and Fusionopolis as well as their immediate vicinity. A*STAR supports Singapore's key economic clusters by providing intellectual, human and industrial capital to its partners in industry. It also supports extramural research in the universities, and with other local and international partners. For more information about A*STAR, please visit www.a-star.edu.sg.

About Cambridge Silicon Radio (CSR)

CSR is a global provider of innovative silicon and software solutions for the location-aware, media-rich, cloud-connected world. Our platforms are optimised for the automotive navigation and infotainment, digital cameras and imaging, connected home infotainment and wireless audio markets. We provide solutions to complex problems in the audio-visual, connectivity and location technology domains across a broad range of markets, with a technology portfolio that includes GPS/GNSS systems, Bluetooth®, Wi-Fi®, FM, NFC, aptX® and CVC™ audio codecs, JPEG, MPEG, H.264 imaging, IPS printing, microcontrollers, DSPs and broadband receivers. CSR's technology solutions and market platforms enable its customers to deliver a superior user experience and are adopted by leaders in the auto, computer, home and mobile markets. More information can be found at www.csr.com. Keep up to date with CSR on our blog, or follow us on Twitter at twitter.com/CSR_plc.