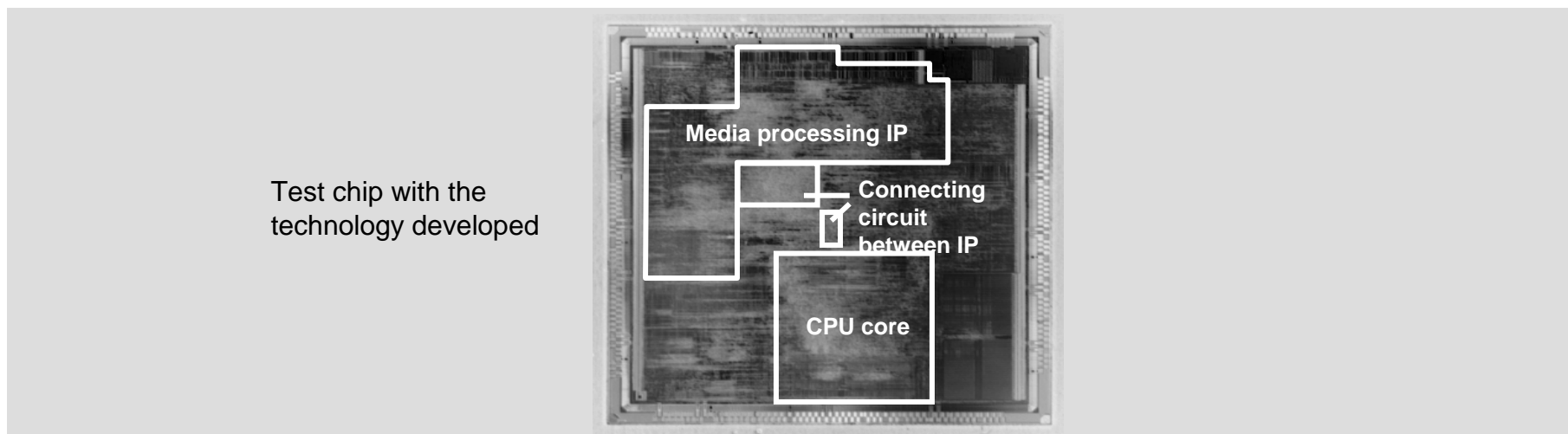


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Highly efficient data transmission technique developed for real-time parallel processing embedded SoC
- 20% overall improvement in 30 frames/sec VGA (640x480pixel) video processing -



Hitachi, Ltd. and Renesas Technology Corp. have developed a highly efficient data transmission technique to improve the overall performance of embedded SoC (System-on-Chip) containing multiple IP modules. The technique developed optimizes the overall performance of the SoC by controlling data transfer between each IP and memory, depending on the nature of processing required by the IP, and thus achieves efficient real-time parallel processing. An overall 20% improvement in SoC multimedia processing was verified, and it is expected to find application as a SoC platform technology in wide range of products.