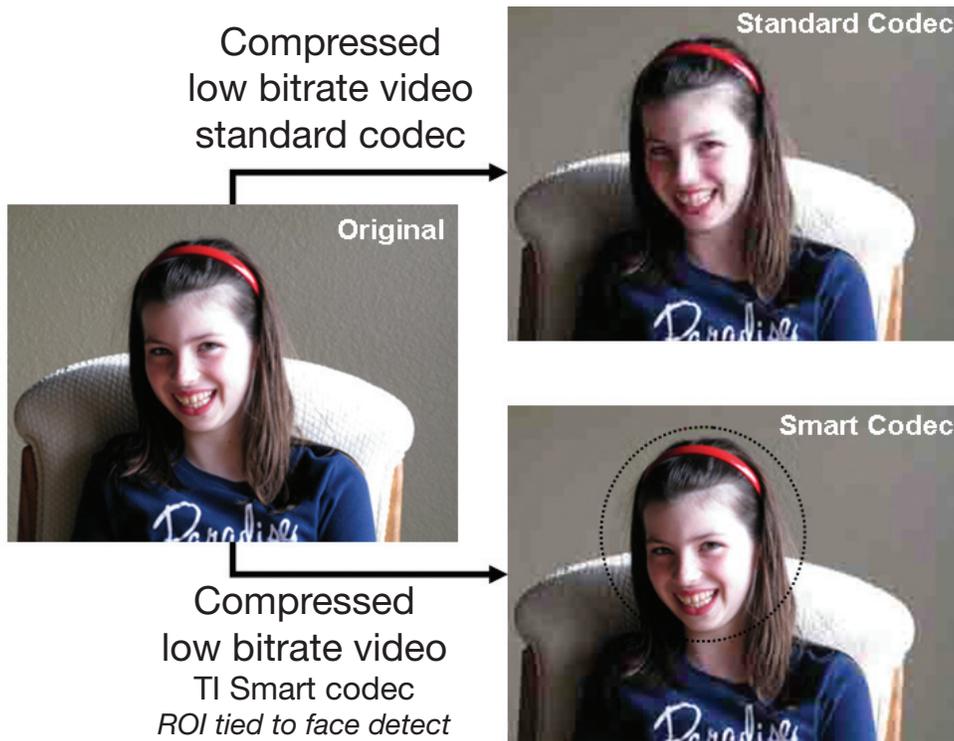


# Compression Efficiency and Smart Codec Technology on TMS320DM3xx Processors



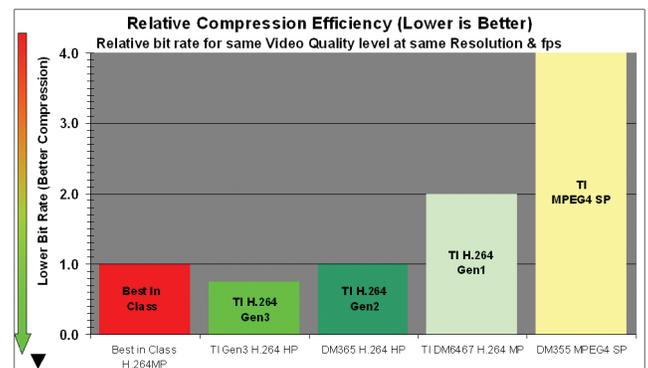
The DM3xx DaVinci™ digital media processor's **Compression Efficiency** and **Smart Codec** allow customers to increase video storage or stream capacity over the same network bandwidth, allowing for cost-effective differentiation.

## TI Smart Codec – ROI Coding Example



DM3xx

<p><b>Best-in-class compression – Now</b></p> <p>TI H.264 HP compress video up to 4x more than MPEG-4-SP</p> <p>TI H.264 technology gives HD video at SD bit rates</p>	<p><b>Smart codec technology – Now</b></p> <p>Use information available from system to improve encode</p> <p>Codec adjusts to specific situations and scene changes</p>
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