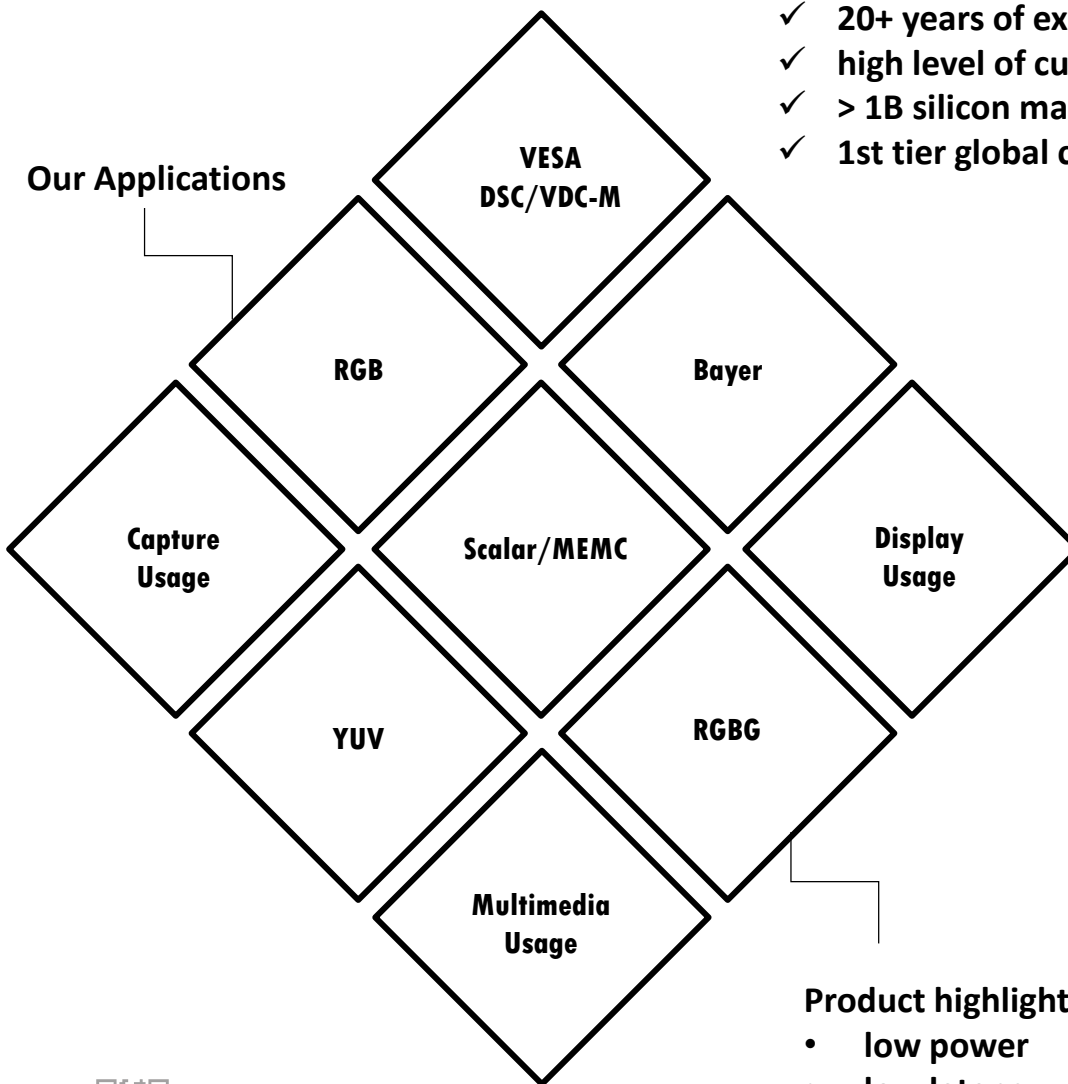# TITC

Image Compression IP specialist

- ✓ **20+ years of experience**
- ✓ **high level of customization**
- ✓ **> 1B silicon mass produced**
- ✓ **1st tier global customers**

Our Applications

VESA DSC/VDC-M

RGB

Bayer

Capture Usage

Scalar/MEMC

Display Usage

YUV

RGBG

Multimedia Usage

Product highlight features:

- **low power**
- **low latency**
- **small area**

Tel: +886-3-5839011
☺ www.titc-usa.com

TITC NS-Series IP
Niche Scalar for DDI

Scalar is basic, but essential image signal processing. There are several well known techniques, like nearest neighbor, bilinear, bicubic. For hardware implementation, the algorithm and line buffer cost must be in consideration.

TITC develops a novel method, that the picture quality is close to bicubic with hardware cost effective. Besides, it can also equip with edge enhancement to get higher contrast. One of applications is power saving mode in mobile phone. The AP just transmits low resolution sequences and the sequences will be scaled up to resize the panel resolution in DDI. Therefore, the transition power can be reduced.

Niche Scalar for resolution up / DDI

AP — FHD → LCD Dr. scaler →

Performance Mode

AP — HD → LCD Dr. scaler — FHD →

Efficiency Mode

bi-cubic   bi-linear   TITC