

NEWS RELEASE
For Immediate Release



**Vanguard Software Solutions and Via Technologies cooperate on high performance,
low power H.264 decoders**

*VSS optimizes H.264 decoder to achieve breakthrough HD playback performance on
Via C7 processor based systems*

*See demonstration at Via Technologies booth 2110 at ESC 2007 in Moscone
Conventions Center in SF Apr 3-5, 2007*

Los Altos, CA – Mar 14 2007 – Via Technologies Inc and Vanguard Software Solutions Inc (VSS) announced today an agreement for VSS to provide performance optimized H.264 decoding technology to Via customers. VSS will tailor the micro architecture of its decoders to take advantage of Via's low power C7 CPUs. With the optimized design customers will be able to decode and playback up to HD (720p) streamed and file based contents. The new cooperation with VSS means that systems built with the C7 CPU and the CX700M chipset, can now support MPEG2, MPEG4, VC-1 as well as H.264 at up to HD rates, providing customers with market leading price/performance.

H.264 (also called MPEG4/AVC, or MPEG4 Part 10) is the leading video compression standard developed by both the ITU and MPEG, to support a wide range of video compression applications. It is the ideal technology for transmission of HD content and for DVD distribution of HD content, achieving roughly 2-4x the compression performance of MPEG2, the currently dominant compression technology. H.264 technology enables 2 hour movies to be packed onto a single HD or BlueRay DVD, and it cuts the cost of satellite transmission by 50-75%. Moreover, viewers experience a higher quality viewing experience than what earlier compression technologies offered.

However, the sophisticated algorithms comprising his new technology demand significantly more CPU cycles and/or hardware acceleration. "We faced a significant challenge to squeeze a high performance, fully compliant H264 decoder into the low power C7 processor" says Alexey Doilnitsyn, Technical Director at VSS. "With support from VIA's architecture group, we were able to identify optimization paths that allowed us to reduce both CPU cycles and wait states, and thereby to maximize the performance of the decoder for this platform". The H264 decoder technology, developed by VSS for the VIA C7 processors, breaks the barrier of entry to lower

cost application, allowing them to provide high quality video from any source. Applications include low cost, low power playback appliances, set top boxes and portable media players.

“By partnering with VSS, we have been able to improve the performance of H.264 for our customers” says Johnny Wang, Director of Marketing for VIA Technologies. “VSS has enabled our customers to develop low power playback solutions, that support all popular compression formats and take advantage of the VIA chipsets”.

Availability

The H264 decoder is available now as software only modules, or with FPGA based hardware acceleration for both Windows and Linux operating systems.

About Vanguard Software Solutions

VSS is the performance leader in MPEG4/AVC codec technologies, based on years of technology development. VSS technology dramatically reduces the capital costs of content encoding, decoding and transcoding, and offers great flexibility for OEMs seeking to maximize their capabilities. VSS support MPEG1, MPEG2, MPEG4, and H.264 for the broadcast and storage markets. It enables dramatic performance improvements in real time transcoding and broadcast encoding of content. VSS customers are OEM providers of applications, hardware and semiconductor solutions. For more information please visit www.vsofts.com

About VIA Technologies, Inc.

VIA Technologies, Inc. (TSE 2388) is the foremost fabless supplier of market-leading core logic chipsets, low power x86 processors, advanced connectivity, multimedia, networking and storage silicon, and complete platform solutions that are driving system innovation in the PC and embedded markets. Headquartered in Taipei, Taiwan, VIA's global network links the high tech centers of the US, Europe and Asia, and its customer base includes the world's top OEMs, motherboard vendors and system integrators. www.via.com.tw

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