

## Vanguard Partners With Stretch on Flexible and Cost-Effective H.264 Video Development Platform

Two technology trailblazers have teamed up to demonstrate a flexible and cost-effective development platform that provides support for rapidly changing requirements in media technology. Vanguard Software Solutions has matched its software-only H.264 codec to the revolutionary Stretch S5610 processor, creating a software-configurable engine optimized for video processing.

The combined solution captures a video image from any source, performs H.264 encoding, and displays a compressed bit stream via Ethernet—all in real time. For the first time, a video system design can be based on a cost-effective platform that provides rapid development of embedded systems that can be easily adapted to support new standards and meet changing market needs.

The family of Stretch S5000 processors combines the speed and efficiency of a DSP with the programmability of an FPGA, and is configured easily with standard C/C++ programming tools. There was no use of assembly language, thereby greatly simplifying application development. The processors achieve high performance by spotting software hot spots—sequences of operations that get executed many times—and “crushing” them into a single instruction.

With this demonstration, Stretch and VSS proved that embedded system designs no longer face compromise in flexibility, performance, or time to market. In four man-months, VSS was able to port its H.264 algorithm to the S5610 from scratch. The H.264 Video Development Platform delivers an unprecedented combination of performance, rapid development, and cost reduction, putting a broader range of markets and products within reach.

**About Vanguard Software Solutions:** VSS is a software developer specializing in state-of-the-art video compression and other advanced video technologies. The company offers embedded and PC-based products as well as consulting services and custom development. VSS is a start-up with offices in Los Altos, Calif., and St. Petersburg, Russia. For more information, visit [www.vsofts.com](http://www.vsofts.com).

**About Stretch:** Stretch Inc. is delivering a family of software-configurable processors, the first to embed programmable logic within the processor. Using familiar C/C++ programming tools, system developers automatically configure Stretch’s off-the-shelf processors to achieve extraordinary performance, easy and rapid development, significant cost savings, and flexibility to address diverse markets and changing application needs. Founded in 2002, Stretch is headquartered in Mountain View, Calif., and has been funded through investments from top-tier venture capitalists Worldview Technology Partners, Oak Investment Partners and Menlo Ventures. For more information, visit [www.stretchinc.com](http://www.stretchinc.com).