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DivX Plus HD Technology to Be Included in NEC Products

Following an agreement between the two companies

DivX Plus HD licensed by NEC software.com

Since DivX technology is pretty much everywhere nowadays, it was to be expected that a major consumer electronics company such as NEC would also enter a partnership in order to benefit from the advantage the respective tech is able to provide. And, sure enough, the two announced a multi-year licensing agreement covering the integration of DivX Plus HD technology into NEC Electronics' 'Enhanced Multi-Media Architecture' (EMMA), which will power next-generation Blu-ray players, digital televisions (DTVs) and set-top boxes.

By adding DivX Plus HD support, the aforementioned device will be able to play DivX Plus content (H.264 video with AAC audio in an MKV file container) created with DivX 7 software, while also supporting previous versions of DivX video up to 1080p and Hollywood content in the DivX format.

"Partnering with DivX enables us to incorporate their latest DivX H.264 digital video technology into our state-of-the-art EMMA chips and provide added value to our customers," said Masao Hirasawa, general manager of the SoC Systems Division, NEC Electronics Corporation. "With these new chips, our consumer electronics manufacturer customers will be able to offer Blu-ray players, DTVs and set-top boxes that support DivX Plus HD video playback up to 1080p."

"NEC Electronics is a valuable IC partner for DivX as we expand our ecosystem to include the next generation of electronics devices," said Kevin Hell, Chief Executive Officer of DivX, Inc. "Thanks to IC agreements such as this one, we continue to fuel the introduction of DivX Plus HD Certified devices to the market, enabling consumers to watch their favorite DivX HD videos and premium content anytime, anywhere."

Of course, the results of this deal will be clearly visible only in the future, when the NEC products embedding DivX technology will arrive on the market, and we certainly hope that we won't have to wait too long for this to happen.

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