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NatureVue™ Ultra-High-Definition Video Signal Processor Supports Multiple Display Resolutions

NORWOOD, Mass.--(BUSINESS WIRE)-- [Analog Devices, Inc.](http://www.analog.com) (NASDAQ: ADI) introduced today an ultra-high-definition ([UHD video signal processor](#)) that is able to upscale and downscale between SD (480i), ED (480p), HD (720p, 1080i and 1080p), and UHD (2160p) video formats. The UHD [NatureVue™ ADV8005 video signal processor](#) supports multiple screen resolutions across two simultaneous video streams in applications ranging from A/V receivers and HDMI splitters to commercial video distribution systems and digital signage. The new processor can internally generate a high quality, bitmap-based on-screen display (OSD) that allows designers to easily incorporate features such as scrolling text and animation in color depths up to 24-bit true color. It also accepts OSD information from an external source, such as a graphics processing unit.

- Download data sheet, watch the video, order samples and evaluation boards: <http://www.analog.com/ADV8005>
- Connect with engineers and ADI product experts on EngineerZone™, an online technical support community: <http://ez.analog.com/community/video>

The ADV8005 video signal processor has a flexible digital core that allows designers to configure the part in several different modes, including single- and dual-channel video processing. The processor features two on-chip HDMI transmitters that support the UHD video format as well all mandatory and many optional 3D video resolutions. Additionally, the ADV8005 integrates six 12-bit video D/A converters that support SD and HD video outputs. To ease the overhead of synchronizing video signals, the ADV8005 is able to synchronize multi-output video streams from individual ADV8005 video signal processors to externally supplied reference sync signals.

The ADV8005 includes a full Consumer Electronics Control (CEC) master and audio return channel receiver and can receive up to six channels of I2S, S/PDIF, direct stream digital (DSD), and high-bit-rate (HBR) audio.

ADI's Blimp OSD Development Tool Supports All NatureVue Video Signal Processors

To streamline OSD design, ADI provides its proprietary Blimp OSD development tool to assist designers in design, debug and emulation prior to OSD integration with the system application. When the design is complete, the OSD development tool automatically generates code which can be integrated with the system application and an OSD design resource, which then can be loaded in an external SPI flash memory.

Pricing, Availability and Complementary Components

Product	Sample Availability	HDMI Tx	Price Each Per 1,000	Package
ADV8005KBCZ-8A	NOW	2-channel	\$48.21	19-mm × 19-mm 425-ball CSP-BGA
ADV8005KBCZ-8N	NOW	2-channel	\$48.21	19-mm × 19-mm 425-ball CSP-BGA
ADV8005KBCZ-8B	NOW	1-channel	\$36.15	19-mm × 19-mm 425-ball CSP-BGA
ADV8005KBCZ-8C	NOW	2-channel	\$40.08	19-mm × 19-mm 425-ball CSP-BGA

The ADV8005 video signal processor can be used with the ADV7625 family of HDMI transceivers, which ADI also introduced today.

About Analog Devices

Innovation, performance, and excellence are the cultural pillars on which Analog Devices has built one of the longest standing, highest growth companies within the technology sector. Acknowledged industry-wide as the world leader in data conversion

and signal conditioning technology, Analog Devices serves over 60,000 customers, representing virtually all types of electronic equipment. Analog Devices is headquartered in Norwood, Massachusetts, with design and manufacturing facilities throughout the world. Analog Devices is included in the S&P 500 Index.

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