

SANTA CLARA, Calif., Sept. 11, 2013 /PRNewswire/ -- VisualOn, Inc., today announced the debut of high-efficiency video coding (HEVC) on LG G2 smartphones. VisualOn's HEVC (or H.265) solution has been implemented in LG's new G2 smartphones to deliver the latest standard in high-quality video for consumers. As a result, consumers will experience optimized data usage, higher resolution video, efficient media storage and seamless playback.

The new HEVC video compression standard has been widely anticipated, but commercial deployments are just coming to market. HEVC reduces video bit rate and bandwidth requirements by nearly half as compared to those of prior standards, H.264/MPEG-4 AVC, while delivering better video quality. With VisualOn's HEVC software decoder, LG G2 will feature 1080p, 6mbps at 30 fps for both local playback and streaming. In addition, VisualOn's HEVC solution is natively supported in LG G2 to play all HEVC-compliant video from any content providers.

"As the industry continues to evolve, we're ahead of the curve when it comes to implementing a new, sophisticated video delivery standard," said Yang Cai, CEO of VisualOn. "By teaming up with LG, we've provided a high-performance solution tailored for the G2 device to give their consumers a high-quality experience across their mobile video applications."

"We were looking for a solution that took advantage of G2's capabilities to deliver the best video playback the industry has to offer," said Dr. Chris Roh, Principal Research Engineer of LG. "VisualOn's software HEVC decoder provides our customers support for the latest streaming media formats."

About VisualOn

Written by Australian Business

VisualOn, Inc. is a Silicon Valley-based multimedia software company that enables rich entertainment experiences across smartphones, tablets, laptops, connected TVs and other mobile and convergent devices. VisualOn's unique patented technology is designed to be platform-agnostic for ease of integration, with optimized quality and performance and minimal power consumption. VisualOn supports streaming, VOD, mobile TV and other multimedia applications with quality levels rivaling hardware-based solutions. VisualOn's HEVC solution is now commercially available for popular mobile platforms. For more information, please visit www.visualon.com

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