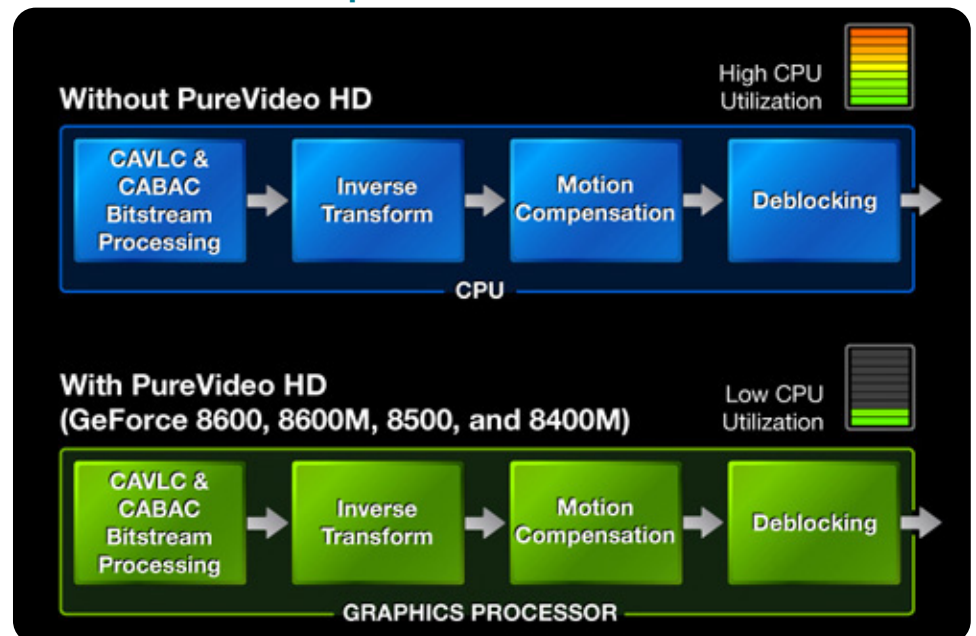


Tech News: NVIDIA® PureVideo™ HD



NVIDIA® PureVideo™ HD is a video decoder technology designed to offload video decoding work from the CPU and software to NVIDIA®'s GPU series GeForce 7 and GeForce 8. This technology can offload 100% of Blu-ray and HD DVD H.264 video decoding from the CPU (currently only under Windows Vista). PureVideo™ HD technology features hardware acceleration, integration with leading movie players, and is designed to meet the HDCP specification for output protection management and security specifications of Blu-ray and HD DVD movie formats to deliver the ultimate HD movie experience when playing Blu-ray and HD-DVD content.

Hardware Video Decompression



Hardware decompression for playback of HD content is crucial for many PCs today, the simple reason being that many CPUs are not fast enough to play back HD movies smoothly. The situation is similar to the days when DVDs were new to the PC. CPUs of the time couldn't handle the 30 frames per second of 720x480 video output. Today, CPUs can easily play DVD content. However, the new 1080i video is 30 frames per second of 1920x1080 pixels. Also the new H.264 and VC-1 HD formats request more CPU resource than ever. PureVideo™ HD promises to take up to 100% of the processing load off the CPU, and provide a smoother HD playback experience.



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Visual Quality Enhancements

PureVideo™ HD has the ability to enhance the HD viewing experience and delivers outstanding picture clarity, ultra-smooth video, vivid color, and precise image scaling for video and HD DVD and Blu-ray movies. PureVideo HD accelerates video processing and enhances high-definition movies in H.264, VC-1, WMV, and MPEG-2 formats, delivering life-like images that have up to six times the detail of standard DVD movies.

PEAKHARDWARE's GeForce 7 and 8 series will deliver the ultimate high-definition movie experience on a PC with NVIDIA® PureVideo™ HD Technology.

References:

http://en.wikipedia.org/wiki/NVIDIA_PureVideo ▶

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http://www.nvidia.com/page/purevideo_HD.html ▶



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