

V-NOVA LCEVC XDE / XSA ULTRA-DENSITY VIDEO ENCODING

- Increase throughput by up to 4x: 4Kp60 or multiple HD streams per card
- Deliver higher quality at up to 50% lower bitrates
- Simple deployment for existing or new encoding operations

INTRODUCTION

Hyperscale video services like social and e-sports networks need to encode and serve vast numbers of streams to their users. The server infrastructure required to satisfy this demand is often the largest cost for these businesses. V-Nova LCEVC running on AMD FPGA enables any service operating private cloud to radically transform their efficiency, reducing operating costs by up to 4x whilst improving the streaming quality-of-service for their users. Furthermore, public or private clouds can deploy LCEVC on AMD Alveo™ Data Center accelerator cards as an ultra-dense encoding solution to offer significant quality and cost benefits to their video delivery customers.

V-Nova LCEVC is the industry's first optimised software for the MPEG-5 "Low Complexity Enhancement Video Coding" standard. LCEVC is the first enhancement standard and significantly improves the quality and throughput of any existing or future codec (e.g. AVC/H.264, HEVC, VP9, AV1, VVC, EVC). When combined with a AMD FPGA, V-Nova LCEVC provides the highest density encoding solution in the market enabling use cases such as live 4Kp60 encoding on a single card. Playback is supported on a broad range of devices as LCEVC leverages the hardware decoding capabilities of the underlying codec already present.

PRODUCT OVERVIEW

AMD FPGA support V-Nova LCEVC in two available configurations:

- V-Nova LCEVC XSA is a single board FPGA acceleration solution providing up to 4x throughput increase on existing codec deployments, whether in software or in hardware.
- V-Nova LCEVC XDE offers unparalleled encoding density as a self-contained solution for LCEVC with HEVC and other codecs running entirely on a single AMD FPGA board.

Both solutions are easily deployable on the AMD Alveo portfolio using standard FFmpeg based software workflows.

SOLUTION OVERVIEW

Ultra-density Transcoding

The unique efficiency of LCEVC enables:

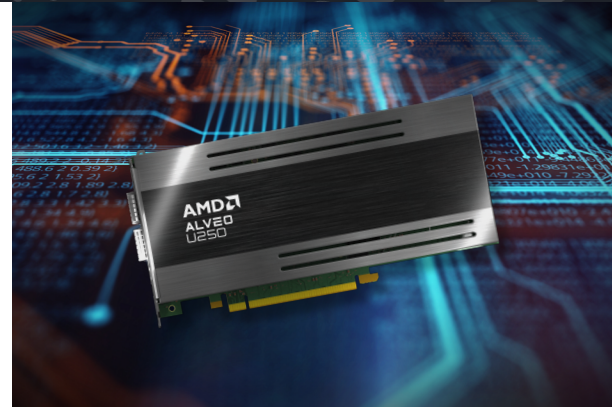
- Live 4kp60 or multiple HD streams per card
- Increase the throughput of existing servers by up to 4x
- Reduced power consumption per channel
- Reduced transcoding costs per channel

Codec Agnostic

LCEVC increases the performance of all major codecs:

- x.264
- VP9
- NGCodec HEVC
- and more...
- x.265
- QSV
- NGCodec VP9

Additional codecs can be added with a simple plug-in provided by V-Nova



Improve Video Quality

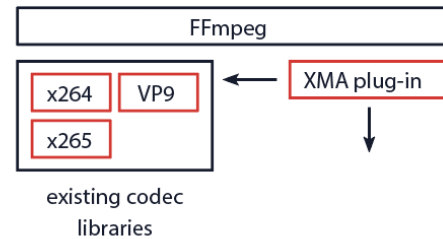
V-Nova LCEVC encodes a higher quality picture on top of base video encoded with an existing codec. The combined stream is up to 50% more efficient, greatly reducing bandwidth and increasing video quality.

Broad Device Support

V-Nova LCEVC leverages the hardware decoding capabilities of the underlying codec and can therefore be rolled out to the vast majority of devices already in the field with simple software updates.

Easy Deployment

V-Nova LCEVC XSA and XDE come with easily configurable software that leverages both existing codecs and the LCEVC FPGA implementation. The library is integrated within an FFmpeg workflow, which means that a simple change of less than 20 characters enables LCEVC acceleration or encoding.



CONCLUSION

Many large-scale video service operators continue to deliver legacy H.264 video streams and encode them on general purpose CPUs. But today, it's possible to transform the efficiency of video encoding and to leverage dedicated processing capabilities which are far more tailored to intense applications like transcoding.

V-Nova LCEVC running on a AMD FPGA delivers industry-leading compression efficiency that fully embraces these processing capabilities to provide a step-change in encoding density, vast operating cost reductions, and QoE increases for services running at scale.

NEXT STEPS

Contact V-Nova today to set up an evaluation of V-Nova LCEVC XSA to accelerate your existing encoding operation or XDE for dedicated new deployments. And download the V-Nova app to experience example LCEVC streams.

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