

Intel's Uses HEVC to Leapfrog Other STBs

Written by Marco Attard
26. 02. 2013



Intel Media corporate VP Erik Huggers told a conference its plans for an over-the-top virtual cable TV service include ITU's newly-approved **HEVC, the new, high-efficiency video compression format** (now known as **H.265**).

With a roughly 2X improvement in bandwidth efficiency over H.264, Intel's service will have an easier time slipping under ISP's bandwidth caps than Netflix, Amazon Prime Video, Xbox Live, and other current OTT services.

H.265 will also allow Intel to deliver higher-quality HD video over limited bandwidth than Netflix or the others currently deliver. Industry experts speculate H.265 could enable 4K video delivery over IP at about 15 Mb/s. That opens up the possibility that Intel could deliver at least some limited amount of 4K video, which might make Hollywood content owners happy after ramping up 4K production with so few distribution outlets available.

Most STBs lack the processing power to decode H.265 (even if it could be loaded onto the device). By starting from scratch with a new box, Intel may leapfrog current players.

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