



FOR IMMEDIATE RELEASE

SURF COMMUNICATION SOLUTIONS LICENSES TEXAS INSTRUMENTS' HIGH QUALITY VIDEO CODECS

Solution yields high performance, better video resolution and optimization on a single DSP

Yokneam, Israel – (11 August 2010) - SURF Communication Solutions (www.surf-com.com), a leading developer of high capacity, real-time multimedia processing solutions for the telecommunications industry, today announced they will license the Texas Instruments' (TI) video codecs for use in their video communication solutions.

SURF will license the H263, H264 and MPEG4 video codecs from Texas Instruments. The TI video codecs offer flexible rate control to support multiple video communication applications including video calling and video conferencing, IVVR-contact centre and other IVVR applications, mobile VOD and video ringback tones to name a few. The premium codecs work with a wide variety of devices including iPhone/iPod/iPad, smartphones, laptops and PCs, video phones and more.

Avi Fisher, SURF CTO explained, "SURF's customers will be able to take advantage of high performance and better video optimization from a single DSP. They will be able to develop higher quality applications yet consume less DSP resources as the ability to support more user requests per board results in a less costly solution."

According to Texas Instruments, the programmable codec parameters can be optimized for speed or subjective video quality depending on the needs of the end product and to support numerous complex tools. "This collaboration will enable OEMs to take advantage of high quality integrated Surf solutions for voice and video while substantially reducing their time to market," said Rajesh Pal, strategic marketing manager, video infrastructure, Texas Instruments.

For more information about SURF products and technologies contact sales@surf-com.com.

About SURF Communication Solutions (www.surf-com.com)

SURF Communication Solutions (SURF) is an industry leader in high-capacity processing solutions for real-time multimedia communication systems and applications. Since 1996, SURF's products have delivered the integral technology behind many of the leading vendor's multimedia servers and gateways and have been deployed to operators and service providers worldwide. SURF-powered multimedia applications are delivering next-gen services to millions of end-users every day. The video-ready SURF engine is a fully converged multimedia processing subsystem available in various form factors or DSP chips affording unmatched density and optimal performance.

For more information, visit www.surf-com.com.

Contact Information:

SURF Communication Solutions
Francine Haliva, Director of Marketing
Tel: +972 73 714 0700
Email: pr@surf-com.com