European projects: The NXP Caen BLAZE project is awarded the Jean-Pierre Noblanc** prize.

The Blaze project was created in 2005 on the initiative of Philips and Thomson. Its primary objective was to promote acceptance of the Blu-ray format, supported in particular by Sony, high-definition successor of DVD disks.

As emphasized by Dominique Défossez, European Program Manager, BU Home: *"Toshiba in Japan and Microsoft in the US were the main advocates of another* competing format, HD DVD. Blu-ray format won the battle"!

The second objective was to develop the technological ability to design, burn and test the "master" Blu-ray disks in the professional environment and write and read these disks in the private environment. Dominique points out: *"Although neutral in the format battle, NXP nevertheless played a determining role since it handled the supply of the entire Blu-ray high-definition video decoding part, in other words MPEG4 and VC1 also known as Windows Media Video"*.

The other project partners are ST for the reference platform and the audio part, Thomson for the graphic system, Philips for software architecture and integration, CEA-LETI for manufacture of the disks, Datarius for testing and Pace for the box.

Every year, MEDEA+ (insert) awards the "Jean-Pierre Noblanc**" prize to the project considered best in terms of innovation and operation. The 2008 prize went to Blaze, winning over some twenty other competing projects. Operation of the MSVD* module in the fields of decoders and television were determining factors in obtaining this prize.

Congratulations to the MSVD team for putting the spotlight on NXP as a key player in European innovation.

Dominique Défossez interviewed by **Jean-Baptiste Portelette**

The NXP MSVD module encompasses all video formats such as DivX, H264, JPEG, MPEG2/4, etc. It has been rewarded several times for its integration in STB220, STB225 and TV543.
Jean-Pierre Noblanc former cnet researcher and MEDEA+ President.

MEDEA+:
A labeled European project consists of a consortium of private companies working jointly on the development of an innovating project. Each partner in the consortium makes a contribution to the project. The budget is partly subsidized by the European Union member states. In France, this subsidy amounts to 30 % of the expenses of the French partners, the remainder being borne by the companies. To avoid additional costs, the aim is therefore to associated these contributions with the developments planned in each partner's roadmap. (http://www.medeaplus.org/)

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http://www.medeaplus.org/web/communication/JPN_article.pdf