

# **MS7024**

## **TV Encoder**

### **Product Brief**

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## **General Description**

The MS7024 is a TV encoder device targeting handheld, portable video applications such as digital still cameras and similar portable embedded systems. The device is able to encode the video signals and generate synchronization signals for NTSC and PAL standards. Supporting NTSC-M, NTSC-J, NTSC-433, PAL-B/D/G/H/I, PAL-M, PAL-N and PAL-60 formats for TV output. The device can via 24/16/8bit digital input selector that supports different input data formats, including RGB and YUV.

## **Features**

### **Input Formatter**

- ◆ Supports 24-bit/16-bit/8-bit digital input
- ◆ Supports various RGB and YCrCb input data formats
- ◆ Supports for input resolutions of 720×480 and 720×576 in interlace or progressive mode
- ◆ Supports ITU-R BT.601/656 standard input
- ◆ Brightness, contrast and saturation adjustable
- ◆ Fully programmed through a serial port

### **Output Formatter**

- ◆ High quality 10-bit triple-DAC
- ◆ Supports analog AV and S-Video output
- ◆ Supports formats NTSC-M, NTSC-J, NTSC-433, PAL-B/D/G/H/I, PAL-M, PAL-N and PAL-60
- ◆ Supports hot plug detection

### **2-wire I2C Slave Interface**

### **Package**

- ◆ TQFP -48 plastic(7mm×7mm)
- ◆ PB-free and RoHS compliant

## **Applications**

- ◆ Video Converter/ Set-Top-Box
- ◆ Car Infotainment Device
- ◆ Portable/ Desktop Visualizer
- ◆ Video Matrix

## Function Block Diagram

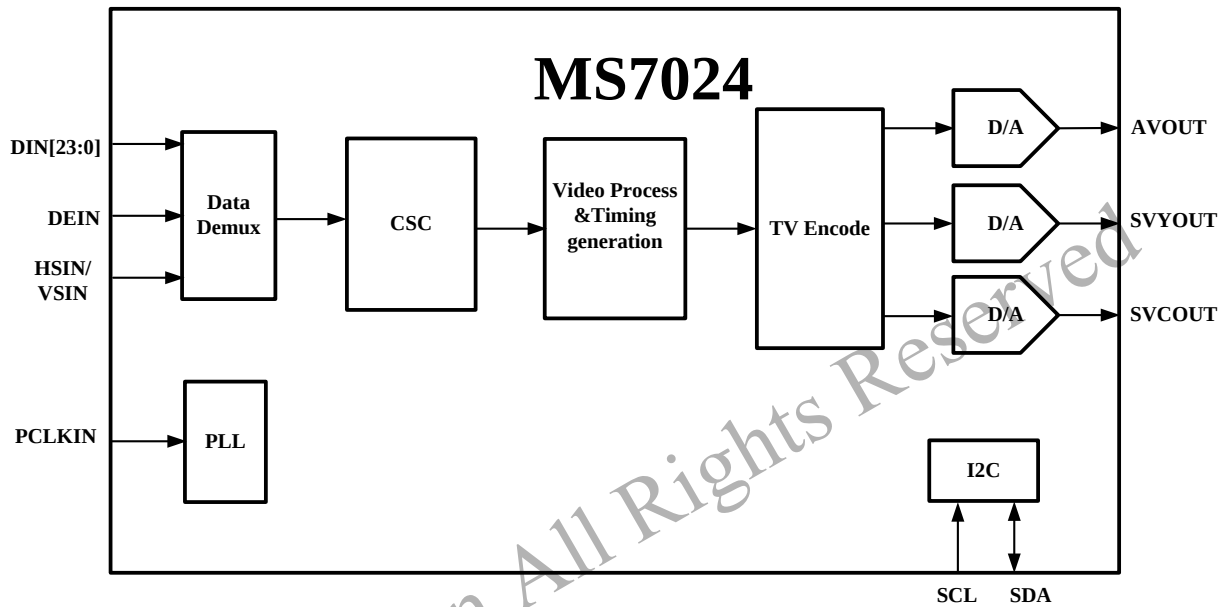


Figure 1 . MS7024 Function Block