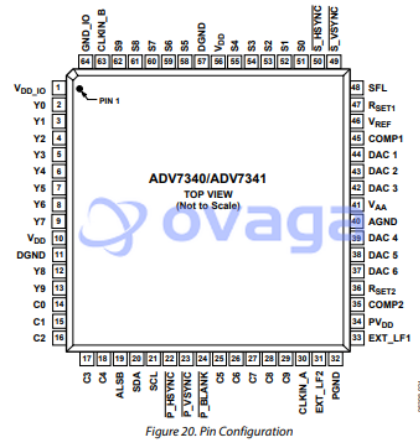


Multiformat Video Encoder, Six 12-Bit Noise Shaped Video[®] DACS

Manufacturers	Analog Devices, Inc
Package/Case	LQFP-64
Product Type	Interface - Encoders, Decoders, Converters
RoHS	Pb-free Halide free
Lifecycle	



Images are for reference only

Please submit RFQ for ADV7340BSTZ or [Email to us: sales@ovaga.com](mailto:sales@ovaga.com) We will contact you in 12 hours.

[RFQ](#)

General Description

The ADV7340/ADV7341 are high speed, digital-to-analog video encoders in a 64-lead LQFP package. Six high speed, NSV, 3.3 V, 12-bit video DACs provide support for composite (CVBS), S-Video (Y/C), and component (YPrPb/RGB) analog outputs in either standard definition (SD), enhanced definition (ED), or high definition (HD) video formats.

The ADV7340/ADV7341 each have a 30-bit pixel input port that can be configured in a variety of ways. SD video formats are supported over a SDR interface and ED/HD video formats are supported over SDR and DDR interfaces. Pixel data can be supplied in either the YCrCb or RGB color spaces.

The parts also support embedded EAV/SAV timing codes, external video synchronization signals, and the I2C communication protocol.

In addition, simultaneous SD and ED/HD input and output are supported. 216 MHz (SD and ED) and 297 MHz (HD) oversampling ensures that external output filtering is not required, while full-drive DACs ensure that external output buffering is not required.

Cable detection and DAC auto power-down features keep power consumption to a minimum.

Features

1.8V/3.3V interface support

74.25 MHz 20-/30-bit high definition input support

Compliant with SMPTE 274 M (1080i), 296 M (720p), and 240 M (1035i)

6 Noise Shaped Video (NSV)12-bit video DACs

NTSC M, PAL B/D/G/H/I/M/N, PAL 60 support

NTSC and PAL square pixel operation (24.54 MHz/29.5 MHz) video input support

Multiformat

Multiformat video output support Composite (CVBS) and S-Video (Y/C) Component YPrPb (SD, ED, and HD) Component RGB (SD, ED, and HD)

Macrovision® Rev 7.1.L1 (SD) and Rev 1.2 (ED) compliant

Simultaneous SD and ED/HD operation

EIA/CEA-861B compliance support

Programmable features Luma and chroma filter responses

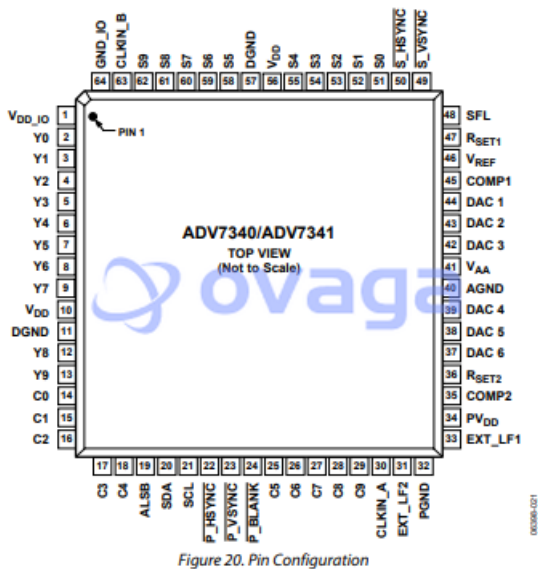
Copy generation management system (CGMS)

Application

DVD recorders and players

High definition Blu-ray
DVD players

HD-DVD players



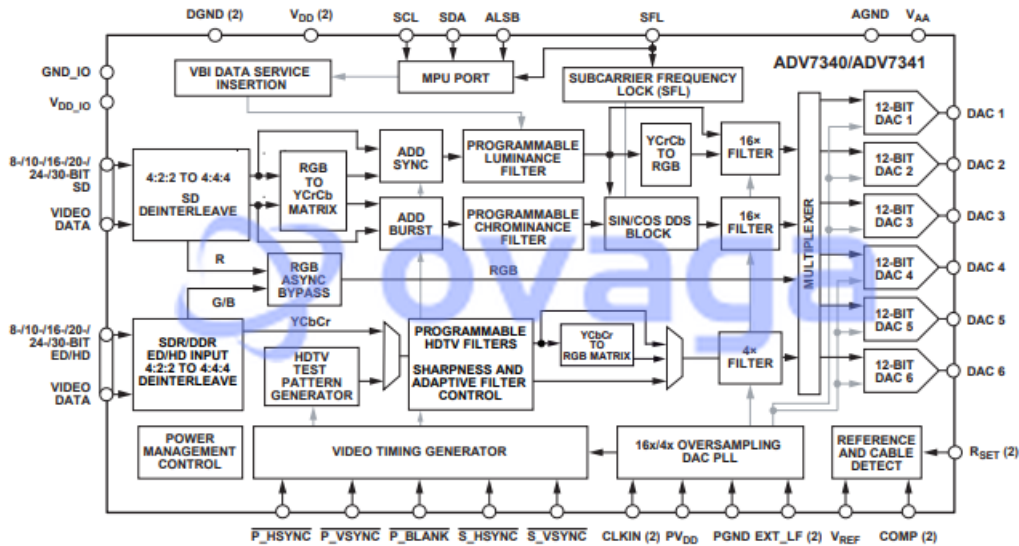


Figure 1.

Related Products



[ADV7181CBSTZ](#)
Analog Devices, Inc
LQFP-64



[AD8170AR](#)
Analog Devices, Inc
SOP8



[AD724JR](#)
Analog Devices, Inc
SOIC-16



[ADV7393BCPZ](#)
Analog Devices, Inc
LFCSP-VQ-40



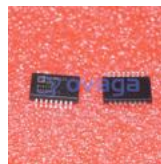
[ADV7391WBCPZ](#)
Analog Devices, Inc
LFSCP-3



[ADV7390BCPZ](#)
Analog Devices, Inc
QFN32



[ADV7341BSTZ](#)
Analog Devices, Inc
LQFP-64



[ADUM4160BRIZ](#)
Analog Devices, Inc
SOIC-16