

**FOR IMMEDIATE RELEASE**

## **Rice Electronics Announces Breakthrough Data Compression Algorithm**

FLORISSANT, MO, March 18, 2003 –Rice Electronics, a leader in digital signal processing and data encoding, announced today the introduction of a new breakthrough data compression algorithm that will encode and decode random data streams. This new discovery is a technology advancement designed to enable significantly increased data storage in smaller devices such as mobile phones, PDAs, and other handheld devices. The RDET algorithm can also be employed in the design and manufacturing of highly efficient chips for accelerating data transfer in new and emerging wireless platforms and technologies. The Rice Data Encoding Technology (RDET) represents a new approach for the compression of random binary data.

The basis of RDET is a sophisticated set of proprietary mathematical operators (processes). These operators may be combined in various topologies to achieve high speed and efficient data compression architecture designs. “An important aspect of the RDET Models is their efficiency”, said Greg Rice, founder of Rice Electronics. “Simple integer arithmetic is sufficient for implementation. Multiplication and division operations can be entirely eliminated from the algorithms, for compact implementation using ASIC or FPGA devices. Similarly, complex program control functions are not required.” Rice Electronics has a 25-year legacy in the development of advanced algorithms and electronics for real-time signal processing. In recent years these advancements have assisted companies such as Xilinx in introducing advanced FPGA-based DSP solutions.

RDET processing can drive potential applications for compressing large volumes of random data. These applications could include wireless communications, bulk storage, web-based communications, image retrieval and emerging Internet technologies. Visit the Rice Electronics website at <http://www.ricesources.com> for additional information. The RDET algorithm is expected to be licensed as an intellectual property of Rice Electronics to further develop systems to compress random binary data structures. The website also presents a copyrighted article providing an analytic basis for this profound technical advancement.

### **About Rice Electronics**

Rice Electronics is an independent developer of advanced processing technology. The company has traditionally focused on high performance DSP. Rice Electronics has invented several sophisticated architectures for Fourier transforms and digital filters. For more information contact Rice Electronics at [info@ricesources.com](mailto:info@ricesources.com) or visit <http://www.ricesources.com>.

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