



# Why We Need More Fiber

## Web Video Unleashed

As the video techies promised, the MPEG-4 video compression technology is following the same path as MPEG-2 – starting with better algorithms for greater compression, and faster chips that take advantage of the new math. Result: Higher quality for Web video and IPTV in general, and far more Web video traffic, all increasing at a pace faster than Wall Street analysts have been expecting.

The latest evidence:

- YouTube now allows uploads of 100 MB – enough for 15 minutes of broadcast-quality MPEG-4 video. YouTube, which has been in existence not quite three years, already generates more traffic than did the entire Internet in 2000.

- Intel released its new “Penryn” CPU chips this month, optimized for video. They include 47 new instructions (the SSE4 instruction set) that make it easier for developers of video software to achieve high-speed processing. Adobe and Microsoft have already written graphics software to take advantage of the new instructions.

The new chips come in two varieties – 15 Xeon dual- and quad-core processors for servers, and a new Core 2 Extreme CPU called the QX9650, for desktops. Intel is betting that the 3.4 GHz QX9650 will be used in equipment sold to gamers and people who want to process video at home, despite its \$999

price tag for equipment builders – and higher prices for the ultrafast random access memory the new chips can use.

The Xeon chips using the new technology range in price from \$177 (for a dual-core model) to almost \$1300 in quantity 1000 for a 3.2 GHz quad-core version with 1600 MHz front side bus (for fast memory access) suitable for machines converting analog video or MPEG-2 into MPEG-4 for IPTV.

The chips are being built with a new process that allows more and faster components per chip while keeping power demands steady. That allows laptop versions; expect them by spring.

Soon, amateurs will be routinely producing and uploading HD video. Is your network ready?



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