

Movidius selects Uniquet as Korean distribution partner for Myriad 3D mobile platform

Dublin, Ireland and Sunnam-si, Gyeonggi-do, Korea, 8th December 2010 - Movidius, the award-winning mobile multimedia processing specialist, has chosen Uniquet as its Korean distribution partner. Uniquet will provide sales, promotion and support for Movidius's recently launched Myriad 3D platform in Korea.

Myriad 3D offers a completely new level and quality of 3D user experience for phones and other mobile devices. Myriad 3D is the first platform in the world to be optimized out-of-the-box to enable a 3D experience in high definition (HD) on mobile devices, allowing handset designers for example to easily produce a whole new generation of 3D-enabled smartphones.

Launched in September and available now, Movidius' MA1133 is the first product in the Myriad 3D platform range. The MA1133 is the world's first semiconductor product capable of a range of unique 3D functions: preview, capturing and processing high-quality user generated 3D video and images on a mobile phone; converting any 2D video to 3D in real time, and upscaling and playback of content in HD.

"Movidius has selected Uniquet for its superb track record in delivering results for semiconductor companies in Korea" commented Paul Costigan, COO / President APAC of Movidius. "With its forward-looking technology industry Korea is an absolutely key market for us. Mobile 3D technology has been all over the news recently, and Korean OEMs recognize that 3D features are going to be a huge selling point in the next generation of phones. Partnering with Uniquet will help us to significantly grow our presence in this vital market where Movidius has seen significant interest in its 3D mobile multimedia capabilities."

Movidius' Myriad 3D MA1133 silicon and software platform is capable of capturing stereo still photos and video images using two separate high resolution cameras, and then processing them in real-time into 3D, whether still or video, using the powerful multimedia processing technology at the heart of the Myriad 3D platform. The same technology will intelligently process the 3D images for the best viewing experience on a 3D display without glasses (auto-stereoscopic).

MA1133 can also be used to view downloaded 3D or 2D content. Movidius' real-time conversion algorithms ensure an engaging and comfortable 3D viewing experience of 2D content. Movidius' Myriad 3D processing technology delivers excellent matching of the content and the display field depth resulting in a high quality 3D experience and avoiding issues that leave the viewer uncomfortable or even nauseous after prolonged use. Movidius has designed Myriad 3D to deliver an enjoyable and effective viewing experience, including simple switching between 2D and 3D display modes.

The 3D capture, image and display processing on the MA1133 all benefit from Movidius' proprietary multi-core processing technology. This technology delivers an unparalleled 20GFlops of processing power; previously unheard of in a mobile device.



"Mobile 3D imaging is creating a huge buzz in the Korean market", commented Andrew Kim, Vice President / COO, Uniquet. "And of the few available mobile 3D technology options, the Movidius products and solutions are clearly leading the market in capabilities and features. By using Movidius, Korean OEMs, who are always eager to differentiate, can deliver incredibly compelling 3D enabled phones and other devices to consumers. We look forward to working with the excellent team at Movidius on one of the most pivotal technology areas of mobile in 2011."

Further products based on Movidius' powerful, versatile Myriad 3D platform will be announced soon.

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About Movidius

Movidius is a fabless semiconductor company whose technology delivers unique multimedia capabilities including High Definition 3D Video. Typical user applications include creating, editing, sharing, viewing and real-time improvement of multimedia content. Movidius Myriad and Myriad 3D technologies are specifically designed for low power mobile phone and consumer electronics, enabling manufacturers to create highly differentiated products and enhanced user experiences.

Movidius has offices in Dublin and Hong Kong, with a substantial software development center in Romania. Movidius is venture backed, with investors including: Celtic House Venture Partners, Capital-E, Emertec Gestion, AIB Seed Capital Fund and Enterprise Ireland.

For more information on Movidius, visit: <http://www.movidius.com>

About Uniquet

Established in 1993, Uniquet is a recognized and respected leader and innovator in the distribution of electronic components in Korea. Uniquet provides an exemplary standard of products, services, and solutions to best suit the concerns of our customers. The current product line includes Altera, Atheros, Numonyx, IDT, Sigma Design and other many product lines.

For more information on Uniquet, visit: <http://www.uniquet.co.kr>.

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