



Movidia wins at Le Mobile 2.0 with MA1110 mobile video processor

Paris conference recognises revolutionary social networking and UGC solution

Dublin, Ireland & Paris, France, 19th March 2009 – Movidia today announced that it has been awarded one of the Zapping Startup accolades at Le Mobile 2.0 conference in Paris. Movidia was chosen as one of three joint winners, picked by a panel of judges (Sofinnova, Forum Nokia, Orange, ServicesMobiles.fr), having showcased its revolutionary mobile video processor product, the MA1110.

Movidia's product, the MA1110 is the first processor in the world to allow users to perform complex video post-production on a mobile phone in real time. This chip can perform highly complex video-editing tasks such as real time image stabilisation, super resolution zoom, slow motion and colour matching, and is targeted at the growing market for mobile social networking phones.

"Following the launch of our premiere product in January, and demonstrations of our silicon at Mobile World Congress, we have enjoyed a period of huge customer interest and general momentum", said Sean Mitchell, CEO of Movidia. "It's wonderful for us to now have another vote of confidence in the form of this award from Le Mobile 2.0. Our thanks extend to Memodia, the organisers of Le Mobile 2.0 for such a professionally-run event."

Christophe Romei, Managing Director of Memodia and author of the French blog ServiceMobile.fr, organised the Le Mobile 2.0 event. "All of the showcases were of a very professional standard. I know the judges had a hard time whittling the entries down to just four. It was clear from Movidia's proposition that they'd solved a problem. The MA1110 can do something that, up to now, was impossible on a mobile phone. It's also obvious that there is a market for this. Mobile social networking was one of the big buzzwords of the Le Mobile 2.0 event."

As well as being capable of video editing, Movidia's MA1110 also supports high resolutions of all standard audio and video CODECs and APIs.



The MA1110, launched in January 2009 and demonstrated at this year's Mobile World Congress in Barcelona, is expected to go into production mid-2009, with products available in 2010.

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About Movidia

Movidia is a fabless semiconductor company whose technology delivers unique video editing and post-production capabilities for the creation of User Generated Content for mobile social networking. Movidia's video processor hardware and application software is specifically designed to suit low power mobile phone and consumer electronics, enabling handset manufacturers to create highly differentiated products and enhanced user experiences.

Movidia has offices in Dublin and Hong Kong, with a substantial software development centre in Romania. Movidia 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 Movidia, visit: <http://www.movidia.com>

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