



Movidia re-brands to Movidius

Mobile video processor company re-brands to reflect core values

Dublin, Ireland 20th October 2009 – Movidia today announced that it has embarked on a complete re-brand of the company, and with effect from today, will now operate under the name Movidius. Based on specific market feedback, the company has re-branded to create a more distinctive presence in the mobile handset sector.

The new name Movidius is intended to reflect the core brand values of the company: mobility, video and imaging, and connectivity of the social network in “us”. As a unique and innovative name, Movidius also conveys aspects of the company’s product focus on video, as well as allowing the company to leverage the heritage of the Movidia brand by making the transition as smooth as possible for everyone involved.

Sean Mitchell, CEO Movidius commented, “Movidius is focused on perfecting the user experience for mobile social networking which The Nielsen Company reported this past June is delivering the fastest growing audience for mobile internet services. The last six months have been incredible for us, and since launching the MA1110 in January, we have generated excellent traction with customers and partners, as well as the industry as a whole.” Mitchell continued: “Our new brand will better reflect the core values of the company and help us define our unique position in the market.”

Movidius was founded by an experienced management team from the semiconductor industry, and in October 2008, announced it had secured over \$14 million of Series A funding. Launched in January and demonstrated at Mobile World Congress in February 2009, Movidius’ premier product, the MA1110, is the first processor in the world to enable complex in-phone video editing, in real time, on power-conscious devices. The MA1110 uniquely addresses the growing demand for both mobile social networking and UGC (User Generated Content) functionality on mobile phones, and will enable OEMs to create highly differentiated devices with unique user experiences.

The first MA1110-based products will be sampling from Movidius in late 2009. The company’s R&D and sales teams are located in Dublin, Hong Kong and Romania.



The company's website is at <http://www.movidius.com>

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About Movidius

Movidius is a fabless semiconductor company, founded in 2005 and re-launched as Movidius on 20th October 2009. Movidius' technology delivers unique video editing and post-production capabilities for the creation of User Generated Content for mobile social networking. The company's MA1110 video processor is specifically designed to suit low power mobile phone and consumer electronics, enabling handset manufacturers to create highly differentiated products and enhanced user experiences.

Movidius has offices in Dublin and Hong Kong, with a substantial software development centre 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>

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