

Social Media Forum: Movidius illustrates breakthroughs in mobile technologies for UGC video

Movidius' superior mobile imaging points towards future of ubiquitous UGC video in mobile social networking

Dublin, Ireland – 11th March 2010 – Movidius today announces that it will be exhibiting at the Social Media Forum, Europe's leading social media event, from 15-16th March at Olympia, London. Movidius will illustrate upcoming advances in mobile handsets that are driving an imminent explosion in mobile user generated video content, (mobile UGC), which drives higher levels of brand and community engagement. Movidius' technology enables a wide range of multimedia features on mobile handset devices, including real-time video editing, high quality playback enhancements and 3D imaging.

At the same time as mobile social networking is growing, social networks are moving quickly from the sharing of simple text and photos to the sharing of video content. Demonstrations of Movidius' technology at the Social Media Forum will highlight how Movidius enables exciting new applications for imaging capabilities in mobile devices. By significantly improving the mobile imaging user experience, Movidius technology will drive more mobile user content generation and critically more sharing of rich media content across mobile social networks.

Movidius provides the framework for the market's best video capture, best edit, best view and best sharing on the mobile handset. Offering real-time video editing and 3D imaging and HD video playback and record, this type of technology will soon become pervasive across mobile handsets in the way that cameras, Bluetooth and Wi-Fi have become standard handset features.

Movidius' technology also provides valuable benefits to other key players in the mobile social networking ecosystem. It will provide differentiation that handset manufacturers crave, as well as offering them a flexible platform that can quickly adjust to changing market needs to deliver new multimedia features. Through intelligent media format management in the phone, Movidius' technology also helps operators to manage the data burdens on their networks intelligently while ensuring a high definition experience for their customers. At the same time the new functionality will help social networks build new customer acquisitions, reduce customer churn and increase community engagement.

Movidius can be found at the forum on stand 22. For further information on The Mobile Social Media Forum, or to register, go to <http://www.mobilesocial-networking.com/>

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About Movidius



Movidius 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. Movidius' 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.

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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