

# Movidius Launches Myriad Platform for Enhanced Mobile Media Experiences

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## The Myriad multimedia platform; differentiating phones through usability not "megability"

Dublin, Ireland & Hong Kong – 19th January 2010 – Movidius today announced the launch of the Android version of its new Myriad multimedia processing platform for mobile phones. Based on the technology underlying its premiere product, the MA1110, the Myriad silicon and software platform enables a wide range of differentiating mobile media features including real-time video editing and 3D imaging. In Myriad, device manufacturers can bring to market differentiated products that deliver the best mobile imaging experience for users to capture, edit, view and share their content through mobile social networks.

Movidius will be demonstrating the Android version of Myriad at Mobile World Congress in Hall2.1 at Booth Number 2.1C61, Barcelona, 15th-18th February 2010. Customer samples of Myriad based products and developer kits are available to qualified customers.

Movidius' Myriad combines superior real-time video editing capabilities, 3D imaging and HD quality video recording and playback in a single platform. Myriad also supports Movidius' best-in-class video enhancements for improving low-bitrate internet video and mobile television where applicable. All these features allow OEMs to differentiate handsets and other products with unique features in an increasingly crowded market.

User experience is everything. With consumer frustration at the poor quality of their mobile media experiences to date, Movidius' Myriad Android platform allows applications to include sophisticated video and photo processing to compensate for sub-optimal handset optics. This provides users with enhanced inline video and photo capture quality, while also providing creative enhancements through the addition of unique video and photo effects producing impressive results for sharing with family, friends and more.

"Consumers are getting more savvy about their mobile phones", said Sean Mitchell, CEO of Movidius. "As the iPhone has proven, today's consumers are buying usability and not just more megapixels. Handset manufacturers and network operators recognize this and are keen to add unique features such as video editing and now 3D imaging to the next generation of mobile phones so consumers can have the best possible overall experience for capturing, editing, viewing and sharing their photos and videos in real time directly in the handset."

Success in the mobile multimedia field is dictated by superb performance, but also through delivering a great user experience. With top rankings and featured in Wired Magazine and The New York Times, Seattle based photographer Chase Jarvis' iPhone app "Best Camera" is showing the way mobile photography can develop this new paradigm. "By providing consumers with an intuitive interface and powerful functionality, we achieved phenomenal success with the Best Camera app," said Chase. "The creative person in me is ecstatic about the technology Movidius is developing. It will enable breakthrough performance in mobile photography and video."

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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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