

Movidius MA1100

Real-Time Video Editor & Video Enhancer with HDTV Support

Product Description

The Movidius MA1100 enables mobile device designers to provide a unique video experience for social networking users on Android devices. Previously only possible on a PC, Movidius brings this exciting technology to the mobile device.

Video Editor

The Movidius Video Editor allows users to improve the quality of their captured video, trim clips and join them together to create exciting new high quality movies. Poor quality videos have traditionally suffered from poor lighting, inadequate color balance and shaky content and were deleted immediately. The Movidius Video Editor can transform that poor content into vibrant and imaginative movies for sharing with family and friends, on social networking sites like YouTube.

The Movidius Video Editor can add many fun, enhancing or creative effects to the video streams to transform everyday video clips into works of visual art.

The MA1100 employs complex video processing algorithms such as video stabilization, slow motion and digital zoom as well as creative manipulation and video-editing effects combined with intuitive user interfaces to manage the editing workflow. Aspiring Spielbergs can easily produce fantastic looking movies to share with their friends.



Video Enhancer

The Movidius Video Enhancer allows users to enhance the quality of their video during video playback.

For poor quality video at lower resolutions the content can be upscaled using Movidius' high quality upscaling algorithms for display on LCD screens up to WVGA. Movidius' video de-noise and de-flicker algorithms create a higher definition stream and create true WVGA content.

Higher content resolution, up to HD 720p, can be efficiently downscaled for the WVGA screen without any subjective degradation in quality.



HD Upscaling for HDMI

HD upscaling output is provided to supply HDMI driver chipsets with HD 720p content for display on TV displays.



MA1100 Feature List

Video Editor

- Video Stabilization, Super Resolution Zoom to any Non Center Location, High Quality Slow Motion
- Color Effects: Sepia, Grayscale, Negative, Edges, X-Ray, Color Themes etc.
- Saturation, Brightness, Contrast, Sharpness Enhancement
- Clip Add/Trim/Add Effect,, Video Transitions, Image/Text Overlay, Audio Soundtrack, Titles & Credits
- Creative and Fun: Cartoon, Newspaper, Blur, Edges, Emboss

Highly Integrated System Interfaces

- 8/16/32-bit host parallel bus (master and slave)
- SDIO peripheral device
- Standard Video Output Formats: ITU-R BT656
- I²S with 2 stereo inputs & 2 stereo outputs
- Master/Slave SPI and I²C, UART
- Configurable bidirectional GPIO ports
- 32-bit RISC core

Video Quality Enhancement

- Quality Multi-Frame Upscale: WVGA, 720p
- High Quality Downscale: WVGA, QVGA
- Video Noise Removal – De-Noise, De-Flicker
- HD 720p Video Out to External HDMI Drivers

Intuitive User Interface (UI)

- Storyboarding, Trimming
- Multiple Effects added with ease
- Support all touchscreen interfaces

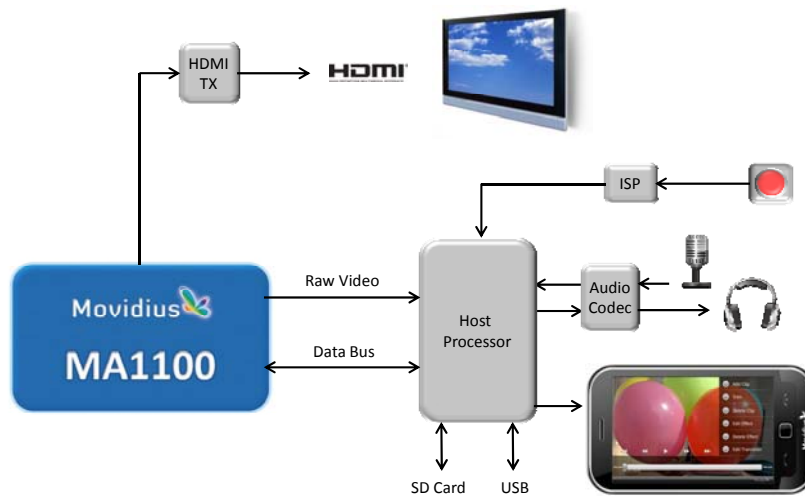
Media Packages

- Movidius Standard Video Editing Package
- Contact Movidius for Media Package feature details

Package & Supplies

- 8x8mm BGA
- 1.2V Core Voltage / 2.5V IO Voltage / 1.8V DDR
- 3.3V/2.5V/1.8V LVTTTL-Compatible Interface IOs

MA1100 Typical Application



The Movidius MA1100 is part of the Movidius Myriad Family of Products

Visit <http://www.movidius.com> for more details

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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, headquartered in Dublin, has offices in Belfast 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 & Enterprise Ireland.