

Movidius Myriad Multimedia Platform

Multicore Multimedia Co-Processor for Mobile Devices

The Movidius Myriad Platform enables mobile device designers to provide a unique rich media experience (photo & video - capture, edit, view and share) to social networkers.

Mobile Camera Problems

Sub-optimal camera optics, sensors, ISO sensitivity and the 'Megapixel Myth' have left users frustrated with their multimedia experience. The limitations of today's mobile platforms ensure these problems cannot be overcome with a software solution. Through a combination of silicon and software, Myriad compensates for these deficiencies to bring a truly unique experience.



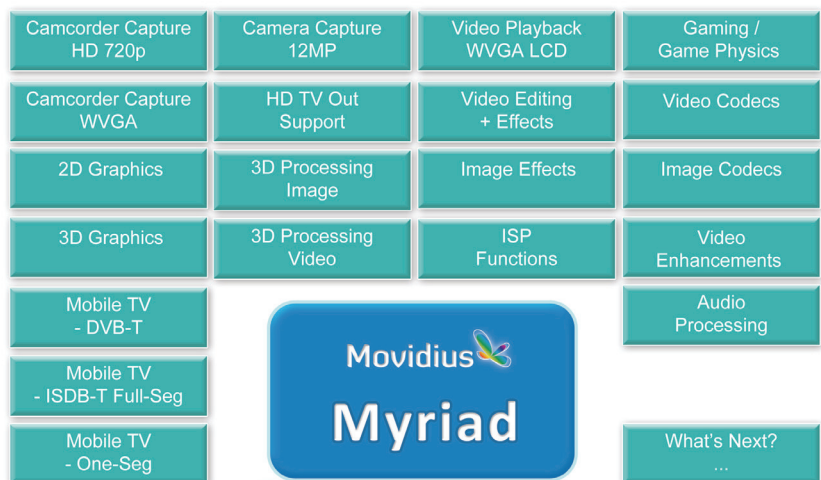
The Movidius Myriad Platform enables a diverse range of differentiated products to be developed all from the same silicon.

Video Editing

The Movidius Video Editing Suite is one of the first unique applications available on the platform. Users can enhance videos, add creative effects and convert the shaky captured content to a Spielberg-like drama.



A Myriad of Products from a Single Platform



Visit <http://www.movidius.com> for a Complete List of Myriad Products

Myriad Platform – Feature Attractions

For the User

- Best quality user experience features
- Revolutionary Video editing Suites
- Best Playback quality experience
- Data upload compression assistance

For the Operator

- Differentiated mobile devices
- Focused on the user experience
- Attract users/avoid churn with creative revenue & loyalty models

For the Mobile Device Manufacturer

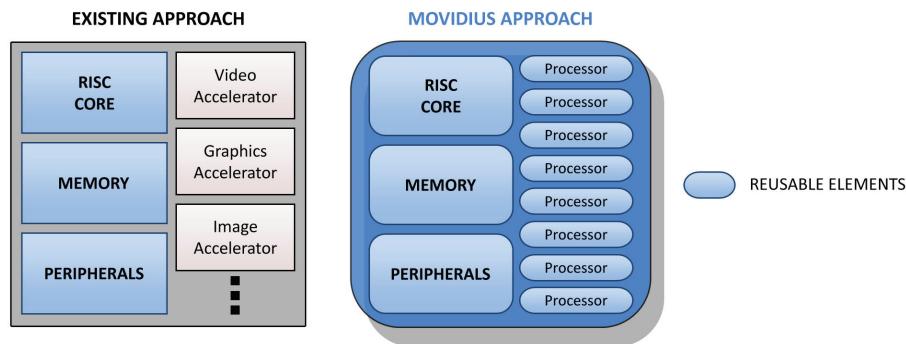
- Single platform, multiple products
- Myriad includes the SoC, firmware, software & UI
- Integration simplicity – pre-integrated reference
- Re-use existing software investment esp. apps & UI
- Easily create a roadmap of mobile devices

For the Developer

- APIs provided
- Differentiated Android platforms
- Compelling high value applications

The Power of Myriad

The Movidius Myriad Platform SoC consists of 8 identical core processors delivering 20 GFLOPS of computational power. This low-power architecture ensures the mobile battery can easily perform computationally challenging tasks that previously required a PC.



Once the Movidius Myriad Platform is integrated the product definition can change by simply changing the firmware and host drivers. High silicon replacement costs and painful development delays are avoided allowing faster reaction to market demands, rapid integration and product development schedules that are reduced from years to months. Create truly differentiated mobile devices from a range of complex features.

The Many Faces of Myriad

CAPTURE

BEST CAMERA
 HD 720p Video
 12MP Photo
 H.264 Encoder
 120fps Fast Capture
 Realtime Video Stabilization
 Multi-Frame Zoom
 Low-Light Compensation

EDIT

BEST EDIT
 Realtime Video Editor
 Transitions, Titles, Trim
 Creative Effects
 Slo-Mo, Stabilization
 Color Effects
 Image Processing
 Auto Tone & Balance

VIEW

BEST VIEW
 Quality Upscaling
 Quality Downscaling
 Quality Enhance
 Noise Removal
 Flicker Removal
 HD to Drive HDMI TV
 HD H.264 Decoder

SHARE

BEST SHARE
 File Optimization:
 - Cost Sensitive
 - Time Sensitive
 Single Click Share
 No PC Required

AUDIO

BEST AUDIO
 Surround Sound
 Audio Cleanup
 Noise Removal
 Equalization
 Loudness Control

3D

BEST MOBILE 3D
 2D-to-3D
 Dual Camera
 Color Balancing
 Depth-Based Effects
 Bullet Time Effect
 720p 3D

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