

Movidius brings HD 3D to mobile devices

Capture and view your world with Myriad 3D HD technology

Dublin, Ireland – 30 September 2010 – Movidius, the award-winning mobile multimedia processing specialist, today launched Myriad 3D, its landmark mobile 3D imaging and video platform. Myriad 3D is the first platform in the world to be optimized out-of-the-box to enable a 3D experience in high definition (HD) on mobile devices, allowing handset designers for example to easily produce a whole new generation of 3D-enabled smartphones. The first product in the Myriad 3D platform range is the MA1133, the world's first semiconductor product capable of a range of unique 3D functions: preview, capturing and processing high-quality user generated 3D video and images on a mobile phone; converting any 2D video to 3D in real time, and upscaling and playback of content in HD.

Movidius' Myriad 3D MA1133 silicon and software platform is capable of capturing stereo still photos and video images using two separate high resolution cameras, and then processing them in real-time into 3D, whether still or video, using the powerful multimedia processing technology at the heart of the Myriad 3D platform. The same technology will intelligently process the 3D images for the best viewing experience on a 3D display without glasses (auto-stereoscopic).

MA1133 can also be used to view downloaded 3D or 2D content. Movidius' real-time conversion algorithms ensure an engaging and comfortable 3D viewing experience of 2D content. Movidius' Myriad 3D processing technology delivers excellent matching of the content and the display field depth resulting in a high quality 3D experience and avoiding issues that leave the viewer uncomfortable or even nauseous after prolonged use. Movidius has designed Myriad 3D to deliver an enjoyable and effective viewing experience, including simple switching between 2D and 3D display modes.

Sean Mitchell, CEO of Movidius, commented, "Mobile phones are the place where 3D technology will gain real adoption the fastest. 3D entertainment may have started in the cinema, but the phone is something people experience every day. And having recently updated their TV sets to HD, consumers are not keen to upgrade again immediately to a 3D TV. Mobile phones on the other hand, are updated every 12-18 months. Also, many fundamental aspects of phones make them ideal for using our new Myriad 3D technology for viewing and capturing 3D images and displaying existing 2D content in full 3D without any need for special glasses."

3D glasses, absolutely necessary for both TV and cinema 3D experiences, can be expensive and cumbersome and can be seen as a barrier to adoption of 3D. Mobile devices such as smartphones however are typically held at a standard distance from the face; the perfect situation for using auto-stereoscopic screens and means the user can easily adjust the screen orientation to get into the 3D "sweet spot". Also, because of the size of the average smartphone, mobile phone cameras can easily be placed at the perfect eyes' distance apart to achieve excellent 3D image capture using the Movidius Myriad 3D platform for highest quality matching between the cameras.

The 3D capture, image and display processing on the MA1133 all benefit from Movidius' proprietary multi-core processing technology. This technology delivers an unparalleled 20GFlops of processing power; previously unheard of in a mobile device.



The MA1133 is the first in Movidius' series of 3D products, with further product announcements to be made soon. The MA1133 was preceded by the MA1100, the world's first coprocessor to enable advanced real-time video editing on mobile phones, and MA1101, the Android O/S compatible version of the MA1100. Products are sampling to customers today.

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About Movidius

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 has offices in Dublin 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 and Enterprise Ireland.

For more information on Movidius, visit: <http://www.movidius.com>

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