



Press Release

Morpho, Inc.

Morpho, Inc. Announces License of Frame Interpolation Software to Samsung

Tokyo, Japan - August 4, 2011 – Morpho, Inc., the global leader in software image processing solutions for mobile devices, today announced that it has licensed its software to Samsung Electronics Co., Ltd. for use in mobile phones. The collaboration allows the use of Morpho's software for frame interpolation (FrameSolid® 2.0) to provide a high-quality mobile TV viewing experience to Samsung's customers worldwide.

"We are pleased to be working with Samsung," stated Dr. Masaki Hiraga, President of Morpho, Inc. "Samsung made it a priority to identify and bundle best-in-class solutions on their devices. We're very happy to be part of such innovative and category-defining projects."

About the Licensed Software

FrameSolid 2.0

FrameSolid is a frame interpolation technology for mobile devices. This solution utilizes Morpho's proprietary motion detection algorithms to determine where to insert intermediate frames to upscale frame rates in 1-seg^{*1} TV broadcasts from 15 to 60 frames per second, making the output video easier to view even in low resolution.

* "Morpho®," "FrameSolid" are registered trademarks of Morpho, Inc.

**"Samsung" is registered trademark or trademark of Samsung Electronics Co., Ltd.

*1: 1-seg TV broadcast is the digital TV broadcast technology for mobile devices, first commercialized in Japan in 2006.

About Morpho, Inc.:

Established in 2004, Morpho, Inc. has built substantial brand recognition in the field of software image processing for mobile devices. Customers utilizing Morpho, Inc.'s software technologies include carriers, processing platform providers and mobile device manufacturers making the company a global player in mobile imaging. For more information visit <http://www.morphoinc.com/en/> or contact m-press@morphoinc.com.