



Press Release

Morpho, Inc.

**Reaching closer to creating human vision level HDR image,
Morpho® introduces “Morpho Full HDR™”
Showcased at Dolby booth, Mobile World Congress 2012**

Tokyo and Barcelona, Spain – February 27th, 2012 – [Morpho, Inc.](http://www.morpho.com) (TOKYO:3653), the global leader in software image processing solutions for mobile devices, today announced a high dynamic range synthesizing technology for creating a human vision-level HDR images, “Morpho Full HDR.”

By combining with Dolby’s new imaging technology based on JPEG-HDR, “Morpho Full HDR” enables end users to capture, save and share true HDR images. It is also optimized to run on OMAP4™, smart multicore platform by Texas Instruments, and pursued to be included in devices such as smartphones.

* High Dynamic Range (HDR) is an imaging technology that allows greater dynamic range than standard images.

“I’m happy that Morpho is finally offering an HDR technology which is a true HDR close to human vision,” said Masaki Hiraga, President, Morpho Inc. “With this technology, users can use smartphones, not a special device, to easily experience high-definition HDR capturing. Together with Dolby’s new file format which allows true HDR data to be saved in a visually lossless manner, users can enjoy true HDR images.”

“We developed Dolby’s new imaging technology based on backward-compatible JPEG. So HDR processed images can be saved with their full dynamic ranges, yet still be shared broadly,” said John Couling, Vice President, E-media Business Group, Dolby Laboratories. “However, to take full advantage of Dolby’s JPEG-HDR format, an advanced HDR pre-processing technology is required for creating an HDR image to start. Morpho enables this HDR image pre-processing stage to satisfy customer needs. We are excited to see Morpho’s technology introduced in combination with ours.”

“HDR has become a must-have feature in Mobile phone and Tablets with high resolution camera,” said Fred Cohen, Director, OMAP Ecosystem, Texas Instruments. “Working closely with TI team, Morpho was able to leverage the unique features of the OMAP4™ platform smart multicore architecture, including the ultra fast burst capture capability of OMAP ISP. The result is ‘Morpho Full HDR’, a cutting edge HDR technology which delivers a truly impressive HDR experience.”

Morpho Full HDR

Including our product released in the past, the conventional HDR processing technology expresses the output image in 16 million colors. On the other hand, "Morpho Full HDR" creates an HDR image that is closer to human vision than the traditional technology. By synthesizing multiple images with different exposures, it can express 100 billion colors. Additionally, Morpho's unique alignment technology allows multiple images to be accurately aligned. Furthermore, objects moving during image capture are processed to be clear and sharp with a ghost removal technology.

"Morpho Full HDR" is showcased at the world's largest mobile industry exhibition, Mobile World Congress 2012 (MWC2012), which begins on February 27th, 2012. It is demonstrated at booths of Dolby Laboratories, Inc. and Texas Instruments Inc.

- * "Morpho" is registered trademark of Morpho, Inc.
- * "Morpho Full HDR" is trademark of Morpho, Inc.
- * "Dolby" is a trademark or registered trademark of Dolby Laboratories, Inc.
- * "OMAP" is registered trademark of Texas Instruments, Inc.
- * "HDR" stands for High Dynamic Range.

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.

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