



## **Morpho, Inc. Announces License of High Dynamic Range Technology (HDR) to LG**

**Tokyo, Japan - June 27, 2012** – Morpho, Inc., the global leader in software image processing solutions for mobile devices, today announced that it has licensed its software to LG Electronics, Inc., hereafter, LG for use in mobile phones. The collaboration allows use of Morpho’s high dynamic range imaging\* (Morpho HDR™) software that provides brightness-adjusting image capture capabilities to LG’s customers worldwide.

LG is planning on releasing devices with “Morpho HDR Ver. 2.0” globally. Starting with this licensing agreement with LG, Morpho expects to further extend their business relationship with LG and also globally deploy “Morpho HDR Ver. 2.0” to answer needs from users of smartphones with high-end cameras.

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

“We are proud that LG, global mobile phone manufacturer with top share, has chosen our original HDR technology to be used on their devices,” stated Dr. Masaki Hiraga, President of Morpho, Inc. “We hope we can continue to help LG customers enjoy pictures on their mobile phones.”

### **About the Licensed Software**

#### **Morpho HDR**

When a picture with proper exposure time is over-saturated or has dark shadows, “Morpho HDR” composes a brightness-adjusted image by layering multiple images with different exposure time. It also corrects alignments automatically so there is no need for users to use a tripod. “Morpho HDR” performs ghost removal at the same time to correct the outline of the moving object providing a clear image without blurs.

\* “Morpho HDR” is trademark of Morpho, Inc.

#### **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](mailto:m-press@morphoinc.com).