



Morpho, Inc. Announces License of JPEG-HDR Technology from Dolby Laboratories

Tokyo, Japan – September 28th, 2012 – Morpho, Inc., a global leader in software image processing solutions for mobile devices, today announced that Morpho and Dolby Laboratories have signed a licensing agreement for JPEG-HDR technology. With this agreement, Morpho will be able to offer “Morpho Full HDR,” a high dynamic range (HDR) image capturing technology that can generate an HDR image closer to human vision, in combination with JPEG-HDR technology. “Morpho Full HDR” thus becomes a comprehensive HDR imaging solution, which includes the ability to capture, store and view HDR images. Morpho is the first software company to license JPEG-HDR technology from Dolby that will combine it with their own software product.

Note: High Dynamic Range technology is an image synthesis technology which generates an image expressing a wide dynamic range compared to a normal image.

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 1 billion to 10 trillion colors. In other words, the conventional HDR image is offered only in 8 bit while “Morpho Full HDR” offers a wide dynamic range image equivalent to a 16 bit image. Because most of smartphones and tablet displays only support 8 bit, images generated with “Morpho Full HDR” is displayed in 8 bit. However, the stored image in fact has 16 bit worth of data. This allows post-capture tone mapping and exposure modification of a selected location within the image.

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

* “Dolby” and “the double-D symbol” are registered trademarks of Dolby Laboratories.

* “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.