



Morpho, Inc. Announces License of High Dynamic Range (HDR) and Image Stabilization Technologies to Novatek

Tokyo, Japan - Feb 22, 2013 – Morpho, Inc., a global leader in software image processing solutions for mobile devices, today announced that it has licensed its software to Novatek Microelectronics Corp., hereafter Novatek, a world-class fabless chip design company, based in Taiwan, specializing in the design, development and sales of display driver ICs & SoC solutions. Novatek is to adopt Morpho’s stabilization software, PhotoSolid®, and high dynamic range imaging* software, Morpho HDR™, that provides brightness-adjusting image capture capabilities. By doing so, Novatek can improve image handling on their products.

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

“We are very pleased that our imaging technology and Novatek’s technology are combined together, and provided to digital camera users,” stated Dr. Masaki Hiraga, President of Morpho, Inc. “With this agreement, we hope that users will enjoy using more advanced functions to catch moments as beautiful pictures.”

Mr. Tommy Chen, Vice President of Novatek Microelectronics Corp. has commented, “By bringing our powerful DSC processor and Morpho’s imaging technologies together, we can now offer more satisfying photo shooting experience to our customers. We are also confident that this agreement is a big step towards providing benefit to the entire digital camera industry. ”

About the Licensed Software

PhotoSolid

PhotoSolid is Morpho, Inc.’s software-based image stabilization for still images. PhotoSolid utilizes the company’s proprietary SoftGyro® gyroscopic engine to detect motion in Six Degrees of Freedom (6DOF), and then conduct image stabilization. PhotoSolid corrects for blurring resulting from a combination of hand jitter, poor lighting conditions, and the distance from the subject when taking a photograph. PhotoSolid also provides subject movement correction, which freezes objects that move quickly through the capture frame.

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.

*Inventions related to PhotoSolid and SOFTGYRO are patented and/or patent pending.

*PhotoSolid and SOFTGYRO are registered trademarks of Morpho, Inc.

* "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.