



## **Morpho, Inc. introduces “Morpho Cinemagraph™” — Eye-catching mashup of still and video images —**

**Tokyo, Japan - April 8, 2013** – Morpho, Inc., a global leader in software image processing solutions for mobile devices, released “Morpho Cinemagraph™,” a technology for integrating moving object into a still image, which generates partially animated photograph called cinemagraph.

### **Morpho Cinemagraph™**

Cinemagraph, a part of a still image animates to draw attention, is attracting interests as a new style of image expression. By utilizing Morpho’s unique motion detection technology, SOFTGYRO®, Morpho Cinemagraph performs high precision alignment and provides result with natural stitching. With this software, users can generate high quality cinemagraph in a few simple steps. Required operations only consist of taking continuous shots and selecting the part of an image to animate. No need for a tripod or expensive image editing software – all user needs is a device such as smartphones and “Morpho Cinemagraph” to create a cinemagraph image.

\* Inventions related to “SOFTGYRO” are patented in Japan, U.S.A., Europe and Korea. .

\* “SOFTGYRO” is registered a trademark of Morpho, Inc.

\* “Morpho Cinemagraph” is a 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).