



Morpho, Inc. Launches Wide Dynamic Range Technology “Morpho WDR™” - High-speed generation of brightness-adjusted image from a single input image -

Tokyo, Japan –March 6, 2014 – Morpho, Inc., a global leader in software image processing solutions for mobile devices, released “Morpho WDR™.” This product generates brightness-adjusted image from a single input image automatically.

* “WDR” stands for Wide Dynamic Range.

Morpho WDR™

“Morpho WDR™” is software which generates an image with its brightness automatically adjusted. There are technologies such as high dynamic range (HDR) for performing tone correction in order to eliminate blocked up shadows and blown out highlights. What “Morpho WDR™” differentiate itself among them is that it uses only one input image to generate a brightness-adjusted image, whereas HDR uses multiple. This reduces the processing time to generate the result image compared to the conventional HDR technology.

“Morpho WDR™” offers two generation modes for the result image; normal mode and art mode. The normal mode naturally adjusts brightness while the art mode adds emphasis on darks and brights to provide HDR-like dramatic result.

* “Morpho WDR” 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.



Input image



Normal: Natural result with dark spots brightened.



Art: Dramatic effect like painting.