Morpho, Inc. Launches Effect Image Generation Technology "Morpho Rapid Effect™"
- Reduced processing time enabled video effect -

Tokyo, Japan –**March 6, 2014** – Morpho, Inc., a global leader in software image processing solutions for mobile devices, released "Morpho Rapid Effect™." This high-speed processing software adds effect for still and video images.

Morpho Rapid Effect™

"Morpho Rapid Effect™" is an effect image generation technology optimized for GPU. Mopho has been offering effect generation technology "Morpho Effect Library" for still image which is optimized for CPU. By enhancing "Morpho Effect Library™" to run on GPU, "Morpho Rapid Effect™" achieved high speed effect image processing that is approximately 2.5 to 5 times faster compared to "Morpho Effect Library™."

High speed effect image generation of "Morpho Rapid Effect™" allows it to process video images as well.It enables real-time processing of Full HD in 30fps video. This technology can apply various effects, currently offering 28 types, to both still and video images.

* "Morpho Rapid Effect" and "Morpho Effect Library" are trademarks 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.

Sketch

Watercolor

Select Yellow

Kaleidoscope