



## Morpho to Join IBC2016 as Exhibitor

**Tokyo, Japan – September xx, 2016** – Morpho, Inc. (Hereinafter, “Morpho”), a global leader in image processing solutions, announced today that it will take part in IBC2016, a trade show held in Amsterdam from September 9 through 13, for the first time to display its 4K-ready video technologies specially designed for the broadcasting and video industries. Morpho aims to use the image processing technologies it has developed over many years to offer more realistic video content to the market.

**Masayuki Urushiyama, EVP, Global Sales & Marketing of Morpho, commented** “Morpho has been providing revolutionary image processing technologies to many smartphone manufacturers’ camera functions. As the market for devices with 4K support expected to expand in the near future, we are excited to have our image processing technologies adopted in broadcast images across the globe. We will participate in IBC for the first time as an exhibitor. We hope that professionals in the broadcasting and video industries around the world will have a chance to take a close look at our technologies and the fun of imaging will further expand.”

### About IBC

IBC(International Broadcasting Convention) is the largest event in Europe about the broadcasting and video industries in which new equipment and service of all over the world are introduced.

IBC 2016 URL : <http://www.ibc.org/>



### About Morpho’s exhibit

- Demonstration of the video frame interpolation technology  
Video frames are interpolated and its framerate is doubled from 30fps to 60fps to provide smoother video viewing experience.  
URL : <http://www.morphoinc.com/en/technology/frc>
- Demonstration of the 2K to 4K video super resolution upconversion technology  
Morpho’s proprietary technology provides high speed super resolution processing to implement high quality 4K video.

**Booth : 2.A08**

**About Morpho, Inc.**

Established in 2004, Morpho, Inc. has built substantial brand recognition in the field of software image processing for mobile devices to provide an environment where a creative group of individuals can develop new imaging technologies, and to introduce innovative technologies in a practical form that contributes to technological development and cultural enrichment. For more information visit <http://www.morphoinc.com/en/> or contact [m-info-sales@morphoinc.com](mailto:m-info-sales@morphoinc.com) or follow us on Facebook (<https://www.facebook.com/morphoinc>).