



Morpho Announces Strategic Partnership with Gionee, a Fast-Growing Smartphone Manufacturer in China

Tokyo, Japan – 29 November, 2017 Morpho, Inc. (hereinafter, “Morpho”), a global leader in image processing solutions, announced today that it has entered into a strategic partnership with Shenzhen Gionee Communication Equipment Co.,Ltd. ShenZhen (hereinafter, “Gionee”), a global mobile phone terminal manufacturer. Under this partnership, Morpho’s state-of-the-art image processing technology will be adopted by a wide variety of smartphones manufactured by Gionee. By supporting the global development of Gionee’s products, Morpho will endeavor to expand its own business in the future.

About “Gionee”

Founded in Shenzhen in 2002, Gionee is focused on the manufacture and sales of smartphones and has been growing rapidly in recent years. It has its own plants in China where it carries out the entire manufacturing process to develop high-quality products globally. According to the latest data, the company boasts the fifth largest share among Chinese smartphone manufacturers, while also growing rapidly in the Indian market. Since its overseas expansion in 2012, it has already sold smartphones in more than 50 countries around the world.

About Morpho, Inc.

Established in 2004, Morpho, Inc. has built substantial brand recognition in the field of software image processing for mobile devices. Our mission is 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-pr@morphoinc.com.

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