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## **Morpho to Receive EVA Award in Two Consecutive Years Morpho Video Processing Solutions Is Awarded Best Software/Algorithm**

**Tokyo, Japan** – May 23th, 2019- Morpho, Inc. (hereinafter, “Morpho”), a global leader in image processing solutions and imaging AI solutions, has been named as the winner of “Best Software/Algorithm” for “Morpho Video Processing Solutions™” as part of the 2019 Vision Product of the Year Awards at the Embedded Vision Summit 2019 held in California, USA.

The second Vision Product of the Year Awards was announced in 7 categories during the Summit held in Santa Clara, CA. Open to all Embedded Vision Alliance® Member companies, the Vision Product of the Year Award winning entries are selected by an independent panel of judges based on innovation, impact on customers and the market, and competitive differentiation.

In last year's awards, Morpho's deep learning high-speed inference software “SoftNeuro®” won "Best AI technology", which means Morpho products received these reputable awards two years in a row.

Jeff Bier, Founder of the Embedded Vision Alliance, said "Congratulations to Morpho for winning Best Software in our 2019 Vision Product of the Year awards. The ubiquity of video applications is driving the need for innovative video enhancement technologies, like Morpho's Video Processing Solutions. Morpho has been a pioneer in image and video enhancement technologies. I applaud the company's ongoing investment in innovation and quality in this rapidly changing and often confusing market. I'm proud that Morpho is a member of the Embedded Vision Alliance and delighted they have been recognized with this outstanding honor."

Masaki Hilaga, CEO of Morpho, said "We are truly honored that Morpho Video Processing Solutions was awarded Best Software/Algorithm and that Morpho products are recognized in two consecutive years. We are determined to devote our research and development effort to provide imaging technologies that address critical challenges in the world and contribute to further growth of computer vision industry."

### **About “Morpho Video Processing Solutions”**

“Morpho Video Processing Solutions” (<https://www.morphoinc.com/en/technology/isp>) is a suite of technologies essential in video production such as fine upscaling with super resolution and frame rate conversion utilizing frame interpolating technology. This product is commercially licensed to Japan Broadcasting Corporation (NHK), Avex Entertainment Inc., etc.

### **About Embedded Vision Summit**

The Embedded Vision Summit (<https://www.embedded-vision.com/summit>) is the only event focused exclusively on deployable computer vision, attracting a global audience of companies developing vision-enabled products from the edge to the cloud. The event features industry innovators, top technologists and engineers who are designing “machines that see,” for a

wide range of industries including automotive, entertainment, healthcare, manufacturing, retail, robotics and security.

**About Morpho, Inc.**

Established in 2004, Morpho is a research and development-led company in image processing technology. It has globally expanded its advanced image processing technology as embedded software, for domestic and overseas customers centered on the smartphone market, broadcasting stations and content providers. It has also provided image recognition technology utilizing Artificial Intelligence (AI), collecting image information captured by cameras into devices and clouds and analyzing it, for fields such as automotive devices, factory automation, and medical care. Morpho will provide broad support, making a wide range of innovations happen with its imaging technology and Deep Learning technology. For more information, visit <https://www.morphoinc.com/en> or contact [m-info-pr@morphoinc.com](mailto:m-info-pr@morphoinc.com).

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