



QuickLogic Enhances User Experience with OLED Displays

SUNNYVALE, Calif., Apr 27, 2010 (BUSINESS WIRE) -- QuickLogic Corporation (NASDAQ:QUIK), the lowest power Customer Specific Standard Products (CSSPs) leader, is proud to announce the verification of QuickLogic's Visual Enhancement Engine (VEE) and Display Power Optimizer (DPO) technology with OLED displays. VEE technology greatly enhances the viewability of OLED displays under challenging conditions such as low brightness modes or bright ambient light by dynamically optimizing video characteristics to provide a better user experience. Working in concert with VEE, QuickLogic's DPO technology allows for display brightness to be lowered, consuming less power and extending battery life.

OLED display technology represents a growing share of the smartphone market. According to Samsung Mobile Display, the world's number one maker of active-matrix OLEDs, "OLED screens could appear on 50 percent of all mobile phones within the next five years." In addition to smartphones, OLED displays are being increasingly adopted for other handheld mobile devices such as notebooks, smartbooks, and tablets that were formerly the domain of LCD displays.

QuickLogic's VEE technology enhances this trend by providing a better user experience for mobile devices using OLED displays. QuickLogic's proprietary VEE technology enhances image and video quality by optimizing the dynamic range, contrast, and color saturation of content on the display on a pixel-by-pixel basis. This provides a superior viewing experience for the user under any ambient light condition. VEE technology will make OLED displays more viewable, and enhance the consumer's mobile multimedia visual experience. QuickLogic's DPO technology can significantly reduce display power consumption through intelligent control of the display brightness.

"OLED displays are having an increased impact on the handheld consumer device industry. It was important for us to verify the performance of our VEE and DPO technology on OLED displays to enable us to continue to address the most critical needs of this market," said Paul Karazuba, Senior Product Marketing Manager at QuickLogic. "VEE and DPO technology have been shown to significantly increase the user experience when managing OLED displays."

Availability

QuickLogic's VEE and DPO technology are currently available in QuickLogic CSSPs built from the [ArcticLink\(R\) II VX](#) solution platforms. Contact QuickLogic sales at info@quicklogic.com to request information or a demonstration.

About QuickLogic

QuickLogic Corporation is the inventor and pioneer of innovative, customizable semiconductor solutions for mobile and portable electronics OEMs and ODMs. These silicon plus software solutions are called Customer Specific Standard Products (CSSPs). CSSPs enable our customers to bring their products to market more quickly and remain in the market longer, with the low power, cost and size demanded by the mobile and portable electronics market. For more information about QuickLogic and CSSPs, visit www.quicklogic.com

QuickLogic and ArcticLink are registered trademarks and the QuickLogic logo is a trademark of QuickLogic Corporation. All other brands or trademarks are the property of their respective holders and should be treated as such.

Code: QUIK-G

SOURCE: QuickLogic Corporation

Veda Communications
Andrea Vedanayagam, 408-656-4494
andrea.coms1@gmail.com

Copyright Business Wire 2010