



NEWS ANNOUNCEMENT

For Immediate Release

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DIGITAL IMAGING CORE NOW AVAILABLE FOR INTEGRATION FROM DARBEEVISION

Visual Presence Technology Enhances Viewing Experience through Human Vision
Science, Brings Unprecedented Realism to Images in Real-Time

COMPUTEX, TAIPEI, Taiwan, May 26, 2010 – [DarbeeVision](#), Inc., a pioneer in the field of digital imaging, today announced the availability of its patented Visual Presence™ IP core, the DV3000. The DV3000 uses [innovative technology](#) which inserts depth cues to create images that seem to pop off the screen - enabling a visual experience where the viewer is immersed into a two-dimensional world with incredible depth and [lifelike images](#).

Launching in conjunction with Computex, the largest computer exhibition in Asia and the second largest in the world, DarbeeVision will be on hand to give demonstrations of its new IP core, and will also be previewing its upcoming products.

The DV3000 improves images by using digital logic to process an image in the same way a human brain does and then adding these results back into the original

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image, making them better than what the most perfect camera and display systems can produce.

A logic block that can be synthesized into all leading founding digital libraries, the new Darbee IP core allows consumer electronic product manufacturers to differentiate their products without adding significant cost, as it easily integrates anywhere in the pixel path – with low gate overhead. Resolution independent and fast, [Darbee Visual Presence](#) is unaffected by compression and uprezzing. Additionally, DarbeeVision enhances stereoscopic 3D, adding additional realism to the viewing experience.

With market applications spanning legacy, emerging and long term markets, including television sets, video game consoles, mobile devices, digital picture frames, and aftermarket TV accessory boxes, DarbeeVision is poised to be a key player in taking the visual experience to the next level.

“It has been said that DarbeeVision technology does for images what Dolby does for sound,” noted Paul Darbee, DarbeeVision’s founder and CEO. “The technology has already been successfully utilized in feature films, television and billboards, and we are now, for the first time, making its benefits available to an even broader audience by offering IP licenses.”

Darbee processing happens in real-time, with performance surpassing HD 1080p/60, and integrates easily into the video processing pipeline. It does not require a full frame buffer, runs at pixel-clock rates and utilizes all-integer arithmetic. The processing is local, modifying the image luminance on a per-pixel basis with no effect on grain, noise or pre-existing sharpening. Going beyond the limitations of optics and electronics and taking into account what the human visual system does when images are viewed achieves an extraordinary sense of realism and depth.

The DV3000 IP core is now available for licensing, and is the first product on the roadmap of Darbee offerings, along with FPGA and GPU software for evaluation and

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initial production. DarbeeVision's technology will next be deployed as a graphics processing unit (GPU) workstation and as an accessory box based on a field-programmable gate array (FPGA). Please visit www.darbeevision.com for more information.

About DarbeeVision

DarbeeVision was founded by entrepreneur Paul Darbee, a seasoned industry veteran who pioneered the first preprogrammed universal remote control. In 1985, Darbee established Universal Electronics (NASDAQ: UEIC) and was awarded the first of numerous patents in universal remote control technology. Today he holds more than 40 patents with several more pending. In 2006, DarbeeVision was awarded a patent for its visual computing process known as Darbee Visual Presence™.

DarbeeVision's proven technology is suitable for a wide range of applications. The technology suite includes: Darbee Software™, a software application running on the CPU for still image processing; Darbee GPU Software™, a software application running on the GPU for real-time digital video processing; Darbee Box™, a CE accessory device based upon FPGA architecture for real-time digital video processing; and the Darbee IP Block™, a hardware IP block for licensing to be used in embedded applications.

The privately held company is headquartered in Anaheim, Calif. For further information call (714) 931-5941 or visit www.DarbeeVision.com.

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