





Movidia

- Fabless Semiconductor Company – we sell chips to handset OEMs
- Mobile Multimedia Processor that uniquely enables **In-phone Video-Editing** for User Generated Content development
- SHOOT-EDIT-SHARE Video user experience for mobile social networking without needing a PC



Capture



Edit



View



Share



Key Benefits

➤ User

- Completely new experience, now on their cellphone
- Brings SN to a whole new level

➤ Operator:

- Significant data traffic generation for a whole new demographic of users
- Key new high profile service for customers
- Possibility of revenue share with SNS

➤ Social Networking Site:

- The ability to receive and deliver high quality video to their increasingly mobile users

➤ Terminal Manufacturer:

- Further progress in the transition of their phone to become a key multimedia platform
- Delivery of a platform with an attractive new capability that delivers significant benefits to their customers, both operators and the end user



Social Networking Phenomenon

facebook

Top 5 Web Activity

bebo

orkut

myspace.com
a place for friends

friendster

Top 20 Websites

The following report shows **websites** for the industry 'All Categories', ranked by **Visits** for the week ending 02/28/2009.

Rank	Website	Visits
1.	Google	6.57%
2.	Yahoo! Mail	4.77%
3.	Yahoo!	3.30%
4.	MySpace	3.15%
5.	Facebook	2.33%

Messages → Pictures → Videos

Video Public Sharing Phenomenon

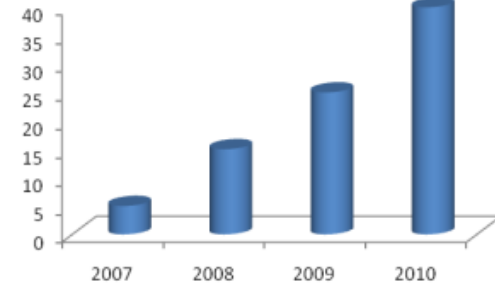




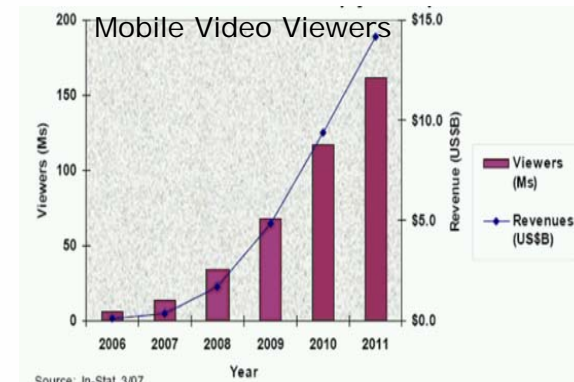
Convergence with Mobile

- Social Networking goes Mobile
 - Mixi 60% traffic is already mobile
 - Bebo 44% increase in mobile traffic in Jan 2009
 - Facebook: 25m mobile users per month (Feb'09)
- Social Networking – next Killer App
 - INQ1 – Best Handset of 2009 Global Mobile Award
- Increase in Mobile Video
 - Viewers and Uploads
 - e.g. Youtube on Mobile
- Mobile Video Editing is a **KEY Enabler**

Facebook Mobile Users



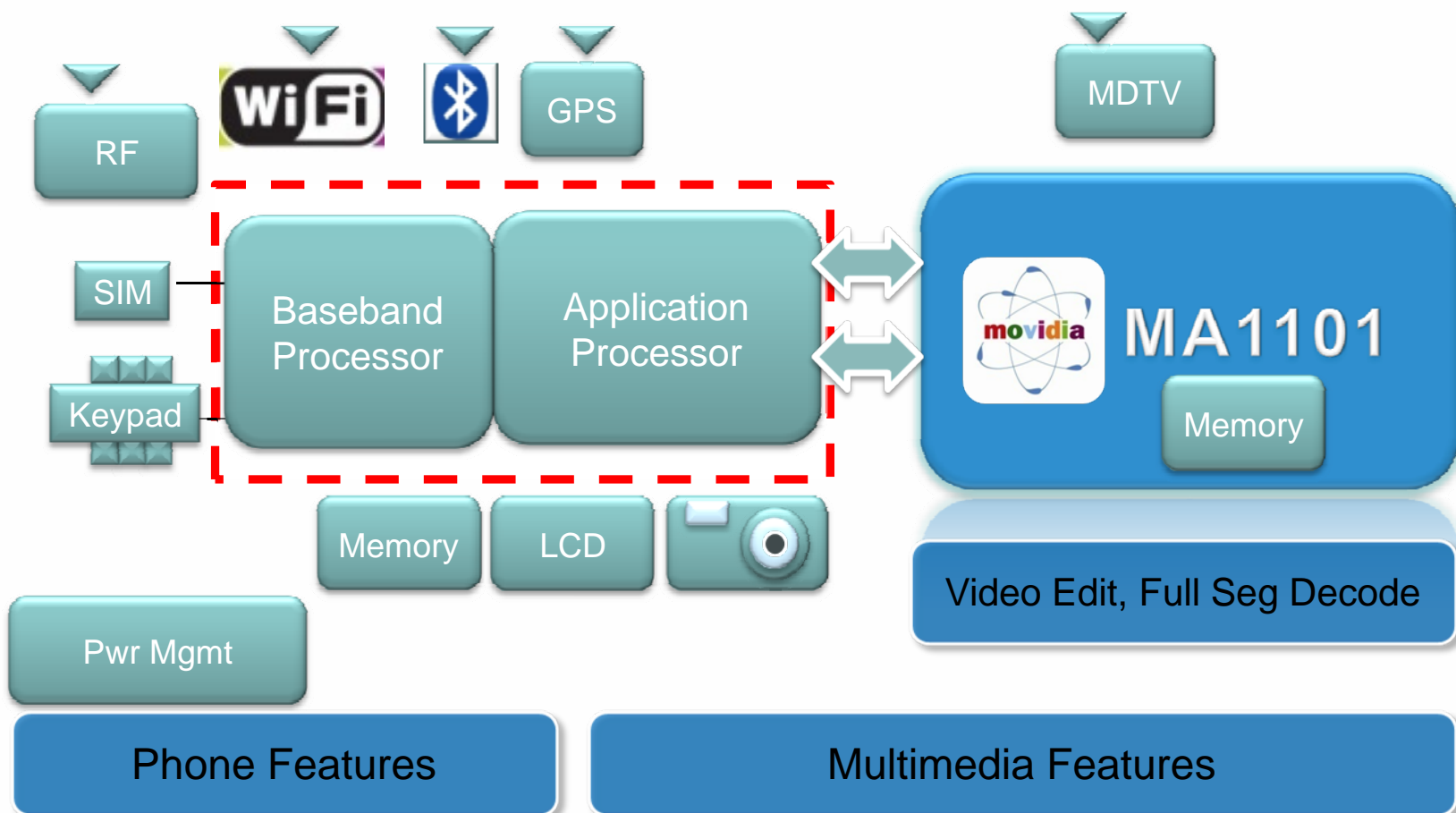
GSMA **MOBILE**
WORLD CONGRESS
Barcelona 16-19 February 2009







System Architecture – MA1101





Feature Highlights

➤ Advanced Video Effects

- Stabilization
- Slow Motion
- Super Resolution Zoom
- Noise Reduction
- Brightness and Contrast Adjust
- Color Transfer
- Color Effects
 - Sepia, Negative, Edges, Tints, etc.

- Lots more effects possible – what do we need ?
- Purikura type features with frames, graffiti, etc ?
- Do we need to incorporate "*kawaii*" type features ?

➤ Video Enhancement

- HQ Upscaling
 - Motion-compensated pixel estimation across multiple frames
 - QVGA → WVGA
- Frame-rate Enhancement
 - 15fps → 30fps

➤ Mobile TV Decode

- MPEG-2 1080i @ 30fps
- Enables full-seg TV on phone



Use Case Demo / UI

- Use case demo and example simple UI available at:

<http://www.youtube.com/user/movidiacorp>



Thank You

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