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THine adopts Scalado’s IP to its ISP for smart phones

Tokyo and Lund (May 31, 2011) – THine Electronics, Inc. (JASDAQ: 6769, “THine”), the global leader in high-speed interface and provider of mixed-signal LSI for flat panel displays and mobile phones, and Scalado, the leader in imaging software solutions, have announced today that THine adopts Scalado’s IP to its image signal processors (ISP) for smart phones.

THine has started its ISP business since it completed an M&A deal in January 2009 and launched the world-highest throughput ISP product for 13-mega-pixel digital still cameras of mobile phones as well as an 8-mega-pixel product. THine plans to develop new products with larger pixels, higher throughput, and flexible functions for smart phone markets. Such new products will have better noise reduction performance in movies, higher sensitivity, and anti-shaking functions with higher speed as well as more flexible options for additional functions in mobile handsets. THine will achieve both of faster image signal processing and flexibility in consuming captured images, using Scalado’s SpeedTagsTM.

After processing image signal captured by CMOS sensors, THine’s ISP generally transmits pixel data with encoding JPEG. Application processors can reduce required memory capacities for data by enabling random access in JPEG data, enabling high-speed consumption by combination of THine’s high throughput ISP and Scalado’s SpeedTagsTM.

“Since THine’s ISP technology has the world-highest-level throughput, THine can bring out Scalado’s advantages in high-speed random access in JPEG data and offer new value for mobile systems” said Mr. Masahiro Kato, COO and Managing Director of THine. “THine plans to deliver its new products to global customers widely”

“It is of big value that THine, having great reputation in Asian markets, selects Scalado’s IP.” said Mr. Fadi Abbas, Chief Marketing Officer/VP BizDev, Co-Founder of Scalado. “Therefore, I expect that synergetic value based on both companies’ collaborative advantages will expand to smart phone markets widely.”

About Scalado AB

Launched in 2000, Scalado is a world leader in the mobile imaging industry, thanks to a long history of developing innovative platform-independent imaging solutions. Based on Scalado’s unique Random Access JPEG and more than 50 patent and patent pending technologies, these innovations are currently being used by the world's leading global telecom and platform players in over 800M devices to date, a figure that is rapidly growing towards 1 billion devices. For more information, please visit www.scalado.com.

About THine Electronics, Inc.

THine Electronics, listed on JASDAQ, is a fabless maker of innovative mixed signal LSIs, such as V-by-One®HS, CalDriCon®, LVDS, timing controller, ADC, image signal processor, and power management, targeting its strategic markets in high resolution DTV, tablet PCs, mobile phones, etc. For more information, please visit www.thine.co.jp.

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