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## LUCID BREAKTHROUGH TECHNOLOGY SET TO BLAST PC GRAPHICS TO WHOLE NEW LEVEL

*Real-time distributed processing engine to transform multi-GPU computing*

KFAR NETTER, Israel, July 14, 2008 — Aiming to radically improve graphics performance for any kind of PC, LucidLogix Technologies today took the wraps off its new parallel graphics technology that will allow PC manufacturers to satisfy consumer demand for visual reality without compromise.

The real-time distributed processing engine, called HYDRA™, offers a groundbreaking approach to scaling 3D graphics performance in a multi-GPU environment. Outlined for the first time on the new Lucid Web site at [www.lucidlogix.com](http://www.lucidlogix.com), the novel technology is the industry's first to work with any GPU, any CPU or chipset and on any application that gamers and professionals may choose.

The HYDRA engine combines a system-on-chip with exclusive software technologies that efficiently load-balances graphics processing tasks, delivering another industry breakthrough: near-linear to above-linear performance with two, three or more graphics cards. All together, the technology means people will be able to customize and tweak their PC to achieve the price, performance and power balance they want – whether it is a mainstream system or a high-performance gaming package.

"We're currently focusing our HYDRA engine on improving everyday PC performance, but our vision is to bring more scalability, flexibility and power to all visual processing markets including graphics professionals, power gamers, design/engineering professionals and others," says Offir Remez, Lucid co-founder and president. "With strong venture backing, a superior patent portfolio and experienced leaders in all aspects of semiconductor and 3D computing graphics, we're a nimble team passionate about working with our partners to realize our vision of universally amazing graphics for all."

Lucid is already working with leading OEMs, ODMs and PC technology providers to create innovative platform solutions that are expected to come to market in the first half of 2009. At the same time, the HYDRA engine requires no modification to existing graphics software applications, and it supports common graphics standards such as DirectX. This ensures Lucid can rapidly bring its technology to the marketplace without a critical mass of design support from application or game developers.



“Lucid’s technology couldn’t hit the market at a better time,” said Dr. Jon Peddie, president of Jon Peddie Research in Tiburon, Calif. “We still have far to go to reach total visual realism on the PC, and today’s players are turning to multi-core and parallel processing technologies to solve bottlenecks. Lucid HYDRA technology has the potential to shake up the industry and help elevate the game to the next level.”

Lucid’s innovations are protected by over 50 patents and patents pending, with more in the pipeline. Along with launching and leading several successful technology startups, Lucid executive team and board members have decades of experience in fabless semiconductors, 3D graphics, video and image compression, parallel processing, image processing, networking, graphics processing units, motherboard chipsets, and related disciplines. The company is backed by leading venture capital firms Giza Venture Capital, Genesis Partners and Intel Capital.

#### **About Lucid**

LucidLogix Technologies is reinventing multi-core graphics with its HYDRA real-time distributed processing engine that will exponentially improve visual computing for both business and gaming applications. Lucid is a fabless SoC provider headquartered in Kfar Netter, Israel. For more information, visit [www.lucidlogix.com](http://www.lucidlogix.com).

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