



## FOR IMMEDIATE RELEASE

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## LUCIDLOGIX VIRTU SOLUTION TO BE LICENSED ON SELECT GENUINE INTEL® DESKTOP BOARDS WITH INTEL H67 AND Z68 CHIPSETS

**KFAR NETTER, Israel – March 31, 2011** – Marking a major customer engagement with Intel, [LucidLogix](#)® today announced that its' Virtu™ GPU virtualization software will be integrated into various SKUs of [Genuine Intel® Desktop Boards](#) based on the Intel H67 and Z68 chipsets. Virtu allows the systems to simultaneously take full advantage of both the low-power best-in-class media processing features of the 2nd generation Intel® Core™ processor graphics and the 3D gaming performance of add-in cards with graphics processing units (GPU).

“Intel is the world leader in CPU technology and a globally trusted brand, therefore their choice of the [Virtu](#) solution is a testament to the quality performance and integration of the technology,” said Offir Remez, president and founder of LucidLogix. “The best thing about this collaboration is that the end user is the real winner. Intel H67 and Z68 desktop board owners will enjoy both a media and a high end graphics platform that is more powerful than ever seen before.”

Utilizing its knowledge and capabilities to serve generic graphics processors, Lucid has developed an important improvement for media and gaming PC users. Until now, once a discrete GPU was attached to a desktop computer, the integrated GPU became inaccessible. Now with Lucid's Virtu it is possible to run one or two discrete GPUs and still utilize the transcoding performance and lower power of the Intel® HD graphics in the 2nd generation Intel® Core™ processor.

Intel will make Virtu available in various motherboard SKUs based on the H67 and Z68 chipsets where the Virtu brand will be featured on the board's packaging for system integrators and end users.

“The Lucid Virtu software along with 2nd generation Intel® Core™ processor features like Intel® Quick Sync enables an all-inclusive media platform,” said Michelle Johnston, General Manager of Channel Platform and Solutions Division for Intel. “Together, they will allow the channel to provide a new class of computing experience for media and gaming enthusiasts around the world.”

Joel Christensen, General Manager of Intel Client Boards Division, added, “Including Lucid Virtu software with Genuine Intel® Desktop Boards enhances the value of both products. Our channel customers get the benefits of the Lucid software solution and the reliability and performance of Genuine Intel motherboards. It's a great combination!”

Lucid plans to continue expanding the availability of its Virtu desktop virtualization features into more motherboard brands as well as providing more added value technology features.

### About Virtu

Lucid GPU virtualization software, Virtu, assigns tasks in real time to the best available graphics resource based on power, performance and features considerations, with no need for additional hardware or for swapping cables between boards. If graphics power is needed for applications like high-resolution 3D

gaming, the system will assign the job to the discrete GPU. If not, the discrete GPU automatically goes into idle mode, while heat drops, fan speed slows down and the discrete GPU utilization goes down to zero, resulting in a green, power-efficient, long-lasting system.

Virtu works in two flexible configurations: if power and energy saving is the most critical one, the screen is connected directly to the video output on the motherboard. If utmost game performance is needed, the screen is connected directly to the discrete GPU. In both cases Virtu allows enjoying capabilities of the other GPU. To learn more about Virtu visit <http://www.lucidlogix.com/product-virtu.html>.

#### **About LucidLogix**

Lucid Technologies has reinvented multi-core graphics with its HYDRALOGIX real-time distributed processing engine that improves visual computing for both business and gaming applications. A fabless SoC provider, headquartered in Kfar Netter, Israel with sales and marketing in Santa Clara, California, Lucid's innovations are protected by more than 60 patents pending. For more information, visit the [Lucid website](#) or follow @LucidHYDRA on Twitter.

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