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LUCIDLOGIX XLR8 SOFTWARE OPTIMIZES POWER & PERFORMANCE OF EMBEDDED GPUS

KFAR NETTER, Israel and LAS VEGAS, Nevada – January 10, 2012 – CES 2012 - [LucidLogix](#) (Lucid) today announced GPU virtualization software designed to improve the response performance, visual quality and battery efficiency of mobile devices including smartphones, tablets, ultrabooks, notebooks and more. Codenamed “XLR8”, Lucid has taken the core technology behind its recently announced Virtu MVP software and applied it to single, embedded graphics processors like AMD Fusion™, ARM® Mali, Intel® Ivy Bridge™ and NVIDIA® Tegra™.

“Most PC graphics challenges are magnified when it comes to embedded GPUs, like visual tearing and artifacts, pipeline inefficiencies and power management,” said Offir Remez, president of Lucid. “Moreover, most hit PC games have limited playability on those platforms, so it was natural for us to introduce our core technology and know-how to the world of mobile devices. We believe the applications for XLR8 software could be endless. If it’s got a GPU, we can improve the end user experience.”

XLR8 increases CPU frame generation while minimizing redundant GPU rendering tasks, providing maximum input responsiveness, sometimes as high as a 200 percent improvement. And, it does this while minimizing battery drain. XLR8 allows mainstream and mid-range GPUs to deliver the experience of higher priced systems with discrete GPUs.

The core technology behind XLR8 uses unique multi-threading, task detection and redundant task removal processes that are also sensitive to battery/power draw. Learn more about XLR8 at www.lucidlogix.com.

XLR8 is currently in the labs of major partners for compatibility testing. Additionally, Lucid is demonstrating XLR8 and other technologies in a private suite during CES 2012. For more information or to schedule a meeting with Lucid, contact kim@lucidlogix.com.

About LucidLogix

Lucid Technologies has reinvented multi-core graphics with its Virtu GPU virtualization software that optimizes system performance, visual quality and responsiveness while minimizing power drain. 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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Editors Note: The Lucid online CES 2012 media kit can be found at <http://www.virtualpressoffice.com/kit/ii8j>.