



FOR IMMEDIATE RELEASE

Media Contact:

Kim Stowe
Stowe Consulting
1.408.839.8750
kim@lucidlogix.com

LUCIDLOGIX VIRTU TO BRIDGE DISCRETE AND DEDICATED GRAPHICS ON ASUS MOTHERBOARDS WITH INTEL Z68 CHIPSETS

KFAR NETTER, Israel – May 2, 2011 – Expanding their relationship beyond hardware, [LucidLogix](#) today announced that its' Virtu™ GPU virtualization software will be integrated into various SKUs of [ASUS® motherboards](#) based on the Intel 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 (GPUs) from AMD and NVIDIA®.

“Since ASUS supplies a third of the world’s motherboards, their knowledge and expertise in the market magnifies the importance of a seamless media experience only provided by Lucid,” said Offir Remez, president and founder of Lucid. “The [Virtu](#) solution is rapidly becoming a standard, must-have feature and its expanding market acceptance creates a runway for further innovation in both desktop and notebook PC graphics.”

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 virtualization 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.

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

“ASUS again raises the bar with Z68 motherboards. Empowered by exclusive DIGI+ VRM digital power design, the graphical interface-based UEFI BIOS and Lucid Virtu capabilities, ASUS P8Z68 Series motherboards give our customers faster multimedia transcoding while also providing universal graphics support that takes advantage of every brand’s benefits and features. ASUS P8Z68 owners can make the most of a wide range of technologies without having to compromise or sacrifice functionality,” said Chewei Lin, head of ASUS Motherboard Business Unit.

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 and its recently introduced Virtu GPU virtualization software. Lucid is a fabless SoC and software provider, headquartered in Kfar Netter, Israel with sales and marketing in Silicon Valley. For more information, visit the [Lucid website](#) or follow @LucidHYDRA on Twitter.

###