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LUCID HIGHLY ANTICIPATED HYDRA NOW AVAILABLE ON MSI'S BIG BANG FUZION MOTHERBOARD

Kfar Netter, Israel and Las Vegas, Jan. 8, 2010 – Available this month and marking the beginning of a new era in high-performance multi-core graphics, MSI's Big Bang Fuzion motherboard powered by [LucidLogix Technologies](#) (Lucid) HYDRA 200 enables the first ever mix-and-match multi-core GPU enabled system.

Designed with the PC gamer in mind, the MSI Big Bang Fuzion's integration of Lucid's HYDRA 200 brings the meaning of high-performance flexible graphics to a whole new level. Now, manufacturers and consumers have the ability to select the graphics card of their choice today and know that when they are ready to upgrade tomorrow or six months from now, they can choose from the latest technology on the market, regardless of the graphics chip vendor.

"Affordability, flexibility, and performance remain the defining attributes among hardcore gamers who prefer to tweak their systems to meet their individual gaming style and needs," said Moshe Steiner, CEO of Lucid. "At the end of the day, we give gamers more choices."

The HYDRA engine offers a "generic" solution for performance hungry consumers whose different gaming needs have been hampered by their inability to upgrade to multiple GPUs. This new approach provides interoperability among GPUs and chipsets, auto-correct load balancing and multiple GPU's that simultaneously process a single frame within a game, thus resolving bottlenecks and inter-frame dependencies prior to rendering.

Consumers can purchase the MSI Big Bang Fuzion motherboard at www.msi.com in mid January 2010. To see the product, visit the MSI booth at the International Consumer Electronics Show at South Hall 3, Booth 30651.

**About Lucid**

LucidLogix Technologies is reinventing multi-core graphics with its HYDRA real-time distributed processing engine that will improve visual computing for both business and gaming applications. Lucid is a fabless SoC provider headquartered in Kfar Netter, Israel with sales and marketing offices in Santa Clara, Calif. Its innovations are protected by more than 60 patents and patents pending, and it is backed by leading venture providers Rho Ventures, Giza Venture Capital, Genesis Partners and Intel Capital. For more information, visit <http://www.lucidlogix.com>.

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