QuickLogic’s Customizable Android Application Enables Mobile Product Differentiation

QuickLogic Corporation today announced the availability of VEE Apps Builder, an Android OS-based Java application for customer-specific control of QuickLogic’s Visual Enhancement Engine (VEE) and Display Power Optimizer (DPO) technologies. The application can be readily customized, allowing mobile consumer device OEMs to differentiate their products by promoting VEE and DPO as their unique, OEM-branded technologies.

As part of QuickLogic’s ArcticLink® II VX solution platform family, the VEE and DPO technologies are easily integrated into mobile consumer device hardware. Once integrated, the Java application can be loaded into the Android OS, enabling control over the operation of VEE and DPO. The VEE Apps Builder application can be customized for any OEM system, including corporate logos, technology names and logos, user interface methods and accessibility, colors, text size, language and other characteristics. This customization can be supported by QuickLogic, the OEM, or a third-party of the OEM’s choosing.

QuickLogic’s VEE technology greatly enhances the viewability of displays under challenging viewing conditions such as bright ambient light, while dynamically optimizing video characteristics on a pixel-by-pixel basis to provide a superior viewing experience to the user, regardless of ambient lighting. Used in conjunction with the VEE technology, QuickLogic’s DPO technology enables significantly reduced system power consumption by lowering display backlight or power without compromising the viewing experience.

“VEE and DPO are very unique technologies that offer significant benefits to the end user,” says Paul Karazuba, senior product marketing manager at QuickLogic. “The release of this application allows OEMs more avenues to highlight VEE and DPO for product differentiation to their customers. OEMs can market these technologies under their own banner or names, providing additional ways for their products to stand out in increasingly commoditized markets.”

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