'PoP Video' Pico Projector Accessory For iPhone and iPod

QuickLogic Corporation announced that its Visual Enhancement Engine (VEE) technology has been integrated into Micron Technology's 'PoP Video' pico projector accessory for use with iPhone and iPod touch.

QuickLogic's VEE technology, based on the iridix® core from Apical Limited, enhances the PoP Video's projection by dynamically adapting content to the viewing environment. This approach provides an increase in perceived brightness without increasing light source power consumption. With the VEE technology, PoP Video users can clearly view all types of projected content in most viewing environments.

The PoP Video is an affordable, portable, and versatile device that can project several types of media from iPhone or iPod touch. Uniquely combining affordable projection with long battery life, the PoP Video provides users with an unparalleled viewing experience.

"PoP Video sets the standard for mobile accessory pico projectors," said Paul Karazuba, senior product marketing manager at QuickLogic. "Micron is an ideal partner, and PoP Video is an ideal platform, for bringing VEE into the pico projector accessory market."

"QuickLogic's VEE technology has enabled the PoP Video to bridge convenient projection with optimal visual enhancement and create a remarkable pico projector accessory," said Negin Oliver, director of marketing for Micron Technology.

Availability
QuickLogic's VEE technology is available today as part of the ArcticLink® II and ArcticLink III VX solution platform families. Contact QuickLogic or visit the website at www.quicklogic.com [1] for more information.

Posted by Janine E. Mooney, Editor

May 15, 2012

Source URL (retrieved on *03/13/2014 - 7:07am*):
http://www.wirelessdesignmag.com/product-releases/2012/05/pop-video-pico-projector-accessory-iphone-and-ipod

Links:
[1] http://www.quicklogic.com