Almalence SuperSensor Utilizes Qualcomm Snapdragon 820 with Qualcomm Hexagon DSP for Improved Mobile Video Quality

**Austin TX -- May 2, 2016 --** Almalence the developer of the most advanced image quality improvement technology, today announced that SuperSensor, its latest product now performs at video frame rates by utilizing the power of the latest Qualcomm® Hexagon™ 680 DSP (digital signal processor), which is integrated into the Qualcomm® Snapdragon™ 820 processor. SuperSensor is proven to simultaneously improve resolution, dynamic range, and low light performance, and provides lossless zoom for still images. Powered by the Hexagon 680 DSP with Hexagon Vector eXtensions (HVX), SuperSensor provides the improvements and features in real time at video frame rates.

“Mobile camera subsystems have become dependent on computational imaging algorithms to deliver the best possible image quality given the physical and cost constraints. Such algorithms have not been feasible to improve video due to their processing latency and power consumption. SuperSensor optimized for HVX gives video the same dramatic boost in quality that before could only be applied to stills without compromising device battery life.” Added Eugene Panich, Alamlence CEO.

Still image capture also benefits from the HVX-optimized version of SuperSensor due to its significantly reduced processing time, CPU load, and ability to process images at burst rates.

“SuperSensor support for Hexagon 680 DSP’s HVX acceleration demonstrates how Qualcomm Technologies collaborates with companies to drive differentiated camera solutions to the Snapdragon platform,” explained Steve Brightfield, director, product management, Qualcomm Technologies, Inc. “The powerful combination of Snapdragon 820 with an industry-leading integrated camera solution and power efficient processing on HVX combined with Almalence’s SuperSensor software solution, enables OEMs to offer still picture quality in every frame of video while it is being recorded.”

Almalence joined Qualcomm Technologies’ Hexagon Access program which provides software, tools, development platforms, documentation and support to its customers. More information can be found at [www.developer.qualcomm.com](http://www.developer.qualcomm.com).

About Almalence

Almalence, an Intel portfolio company, is the global leader in computational imaging technologies, used in a wide range of optical systems, from high-end DSLR cameras to mobile phones. Almalence's solutions are licensed by top smartphone OEMs and shipping on more than 30M high-end devices annually. Almalence, Inc. is a privately owned company with headquarters in Austin, Texas and the team distributed around the world: USA, Russia, Israel, China and South Korea. For more information on Almalence technologies and SuperSensor please visit [www.almalence.com](http://www.almalence.com)

Qualcomm, Snapdragon and Hexagon are trademarks of Qualcomm Incorporated, registered in the United States and other countries.

Qualcomm Snapdragon and Qualcomm Hexagon are products of Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated.