

## **Imint Vidhance Exhibits at MWC – Showcases Premium Video Stabilization for Smartphones**

Product Announcement - Uppsala, Sweden, February 18th, 2016:

Imint AB, the company behind Vidhance, will be exhibiting at Mobile World Congress (MWC) in Barcelona, Spain, between February 22 - 25, 2016. Imint Vidhance will showcase its most recent release of Vidhance Premium Video Stabilization for Android, with market-leading performance.

Imint Vidhance will be exhibiting as part of the Swedish Pavilion in Hall 7. The main announcement is the new release of Vidhance Premium Video Stabilization, an efficient software layer for direct integration on Android-driven platforms. The iPhone 6, with its “Cinematic Video Stabilization” released in September 2014, raised both the bar for consumer expectations as well as industry awareness on the importance of smooth and high-quality video recordings. Imint Vidhance’s tests have shown that Vidhance video stabilization on Android devices offer superior results over the iPhone 6s, as can be seen in the video examples linked to below. More recently, other smartphone devices are acclaimed for their good video capabilities, such as the Sony Xperia Z5 – a market leader in terms of stable video - that Vidhance-enabled phones now rival.

Vidhance Premium Video Stabilization contains fine-tuned algorithms for typical smartphone consumer use cases. It can use an adaptive mix of both sensor data (such as gyroscope readings) and optical image analysis to determine true device motion in all six possible degrees of freedom. Furthermore, Vidhance Premium Video Stabilization separates intentional user motions – such as zooms and pans – from unintentional wobbling and swaying, producing a video recording that simulates the use of rigs and tripods. Key benefits include:

- Full real-time support for 4K recording and high framerates.
- Flexible setting of allowed latency, which can be set to very low if required by use case.
- Premium visual performance - superior to the iPhone 6s.
- Lightweight implementation with a clear-cut API with complexity reduced for each integrator, ensuring quick test integration and reduced time to validated software for shipping.
- Intelligent and adaptive utilization of both sensor data and optical analysis to immediately provide excellent results in a wide range of typical user filming scenarios - from active outdoor motions to low-light indoor scenarios.

In addition to Vidhance Premium Video Stabilization, the Imint Vidhance team at MWC will present examples from the wider Vidhance roadmap, such as the novel function Vidhance Live Autozoom. Vidhance Live Autozoom bundles several advanced imaging algorithms into one convenient user video function – addressing the well-known problem of creating engaging videos

using cinematic cues such as zooms and pans. As most users who have tried to use digital zoom live while recording video on a smartphone has experienced, the end result is typically close to useless. Vidhance Live Autozoom will soon empower users to create much more professional-looking video clips, allowing for direct sharing of those moments with a wider audience.

Behind the Vidhance brand stands Imint, a Swedish-based software firm, based on research at Uppsala University. Imint has since its foundation in 2007 been providing its advanced software to the demanding defense and industrial segments. Vidhance is the global brand used in the consumer device domain, as Imint repurposed its technology in 2014 to improve smartphone video recording. Vidhance products are derived from Imint's defense targeted video analytics, enhancement and optimization software. The first demonstration with Vidhance featured video stabilization on a Nexus 5 device, and was launched in October of 2014.

To see video examples of Vidhance Premium Video Stabilization, including comparisons with leading devices, see this link: <http://aurora.imint.se/data/ai1yeiNu/pressvideo-2016>

To see examples of Vidhance Live Autozoom, see <http://aurora.imint.se/data/ai1yeiNu/autozoom>

Additional images found here: [www.vidhance.com/mediaarchive](http://www.vidhance.com/mediaarchive)

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Imint was founded in 2007, based on advanced research at the Centre for Image Analysis, Uppsala University, on real-time video analytics and enhancements. Initially, the company focused on enhancing live aerial surveillance video streams in the defense domain, by removing obstacles for human perception caused by disturbances, such as vibration and turbulence. Imint is the proprietor of the Vidhance technology: optimized and patented software for live video quality improvements. Today, Imint serves a broad range of customers in a variety of fields, enhancing visibility and improving viewing quality of live video from cameras in motion. Imint has also retargeted its technology to remove the quality degradation of handheld mobile video capture through the product platform Vidhance, which also is the company's global brand in the consumer space. As of December 2015, Imint is a publically traded company at AktieTorget, Stockholm, Sweden, with a market cap of around 30 MUSD.

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