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Quartics Establishes Center of Excellence in China for Video Development and Engineering

Company Brings the Benefits of the Revolutionary Qvu™ Technolnology to One of the World's Largest and Fastest Growing Markets

SHANGHAI--([BUSINESS WIRE](#))--Quartics, Inc. today announced the opening in Shanghai, China of its center of excellence for video algorithm development and systems engineering. The company also introduced its unique programmable Qvu™ video enhancement technology to consumers and OEM/ODM customers in China. Combined with the opening of the R&D center, these activities enable the next phase of Quartics' ongoing expansion in key global markets. Please see the related announcement that Quartics made today as part of its official launch of operations in China. Visit www.quartics.com for more details.

An extension of Quartics' existing worldwide engineering operations and technical support, the R&D center in China will focus on video innovation, video algorithm development and implementation and support of customers in China. Employing more than twenty engineers today, the center will expand to include as many as fifty personnel this year.

Bringing the Qvu solution to China comes at a time when consumers within one of the world's largest markets are increasing their purchases of HD TVs, IP Set-Top Boxes, Netbooks, Notebooks, and PCs. According to the market research firm Semico Research Corp., the Chinese consumer electronics market grew in 2009 at 19 percent and is predicted to show a 13% CAGR through 2015.

"Demand for enhanced high definition viewing experiences across a broad range of device platforms is exploding within China," said Rich Wawrzyniak, senior market analyst for ASIC and SoC at Semico Research. "As few solutions available today can combine the benefits of post processing with programmable hardware and optimized software at the right consumer cost point, Qvu technology has the potential to establish a significant share of market in China."

"The new center in China will allow Quartics better access to some of the world's top video engineering and product development talent as well as a closer physical location to our future customers in the region," said John Yuan, vice president of engineering for Quartics.

"We are very excited to be taking this next step in the growth and evolution of Quartics," said Sherjil Ahmed, CEO and founder of Quartics. "China represents a significant market opportunity for the Qvu solution, and we look forward to broadly extending the benefits of our world-class technology to consumers, OEM and ODM companies in China."

About Quartics

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Quartics is a consumer electronics company that is redefining the video experience for consumers globally. The company's patented products and technologies deliver video quality on devices including Netbooks, Laptops, PCs, and more that surpasses high definition at consumer price points. Visit www.quartics.com for more information.

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