

ADVANCED PHOTO & VIDEO TECHNOLOGY FOR SMARTPHONES

Imagiq makes it easy for you to capture the best images and video from your Smartphone – whether it's a dual or single camera device.

Imagiq, a combination of hardware and software built into our MediaTek Helio family of chipsets, gives users an unparalleled photography experience with truer colors, more detail, improved brightness, faster auto focus and sharper images.

Powered by
MediaTek helio

A REVOLUTION FOR MOBILE PHOTOGRAPHERS

Imagiq will transform your experience behind the lens, making the art of photography simpler, better, and faster.

SIMPLER PHOTOGRAPHY

With Imagiq working behind the scenes, it's easy for anyone to snap great photos in an instant. Imagiq packages complex imaging techniques, traditionally used by professionals, within MediaTek mobile technologies for ease of use. Total freedom from your heavy DSLR!

BETTER PHOTOGRAPHY

Reveal the artist in you with Imagiq enabled devices. Dual-camera effects, image enhancers and other exclusive photo and video technologies work together for endless ways to express your creativity.

FASTER PHOTOGRAPHY

Take great pics without learning jargon or complex camera settings. Imagiq saves you time by intelligently automating everything. Just aim, shoot and be amazed by brilliant photos in one click. Never miss a moment.

THE DEDICATED VISION PROCESSING UNIT DIFFERENCE

The Visual Processing Unit (VPU) is a small addition that makes a big difference, cutting power needs by up to 10 times.



PROGRAMMABLE AND FLEXIBLE

The VPU provides a platform that allows brands the ability to customize camera functions, providing key differentiation amongst smartphone designs.



POWER SAVINGS

Because the VPU is small, efficient and dedicated to camera functions, it has the ability to perform real time processing that was typically assigned to CPU or GPU, but uses only a fraction of the power.



PERFORMANCE BOOST

The VPU can still be used as part of a team with the CPU/GPU for advanced or multi-system tasks, employing heterogeneous computing on same memory subsystem.

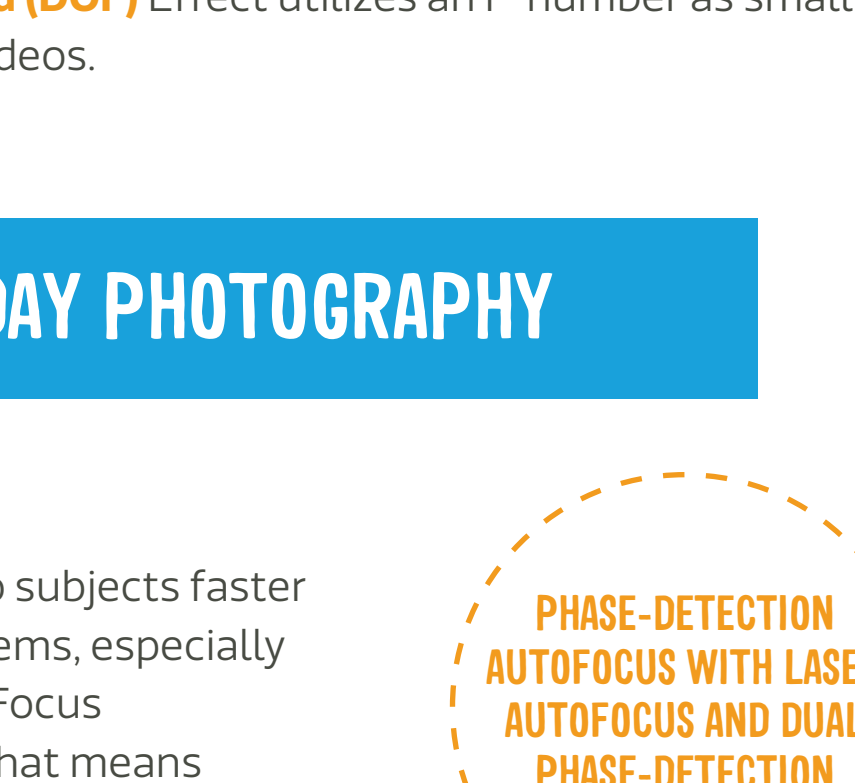
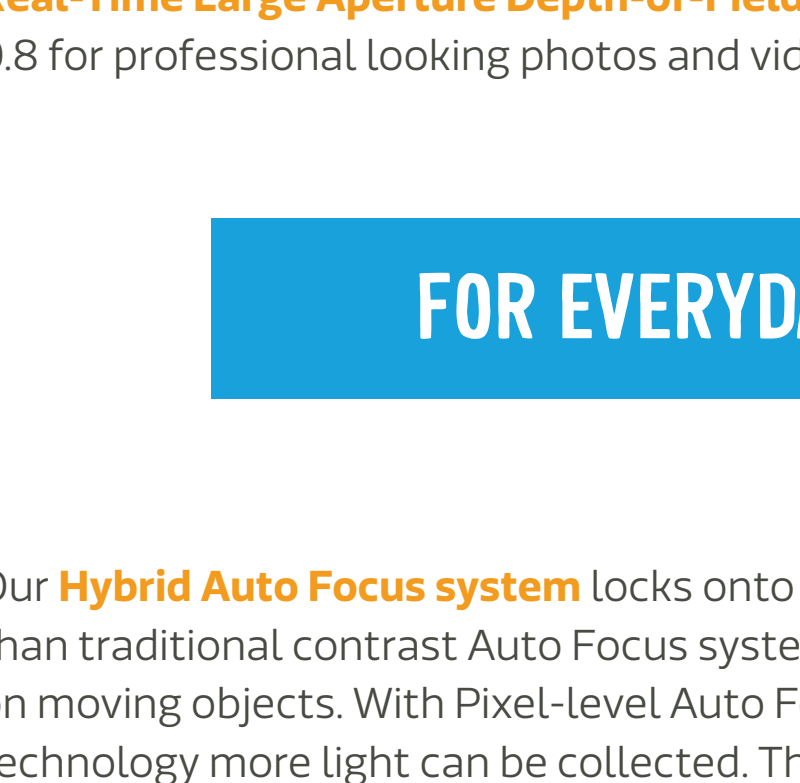
**1/10
POWER
USAGE VS
CPU**

IMAGIQ 2.0 FEATURES

FOR DUAL-CAMERA DEVICES



Imagiq 2.0's Dual Camera Optical Zoom with MediaTek's proprietary **Clear Zoom** digital processing, sharp images and video are created, even at up to 10x zoom. **Color+Mono** provides better low-light image quality. **Real-Time Depth Estimation** adds 3D effects.

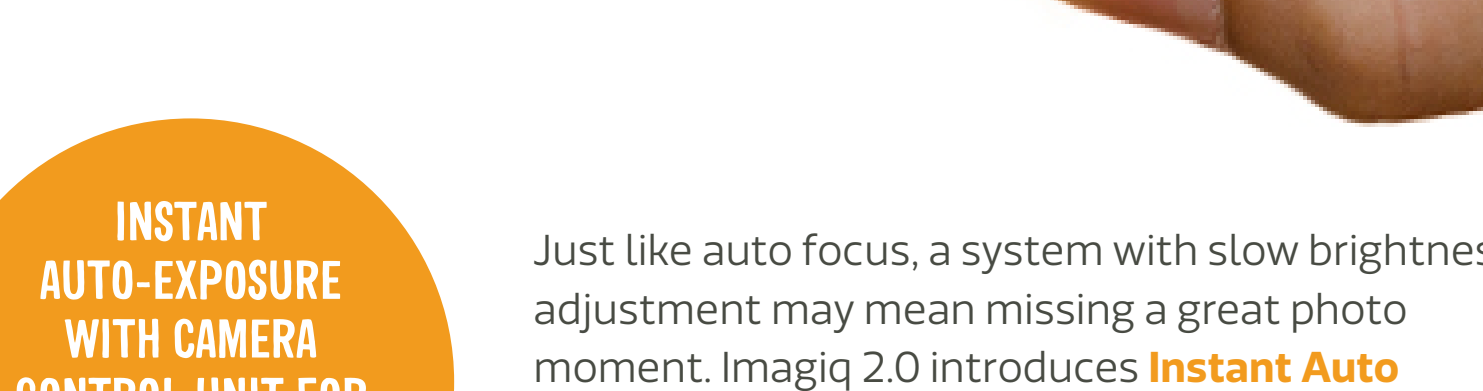


Real-Time Large Aperture Depth-of-Field (DOF) Effect utilizes an F-number as small as 0.8 for professional looking photos and videos.

FOR EVERYDAY PHOTOGRAPHY

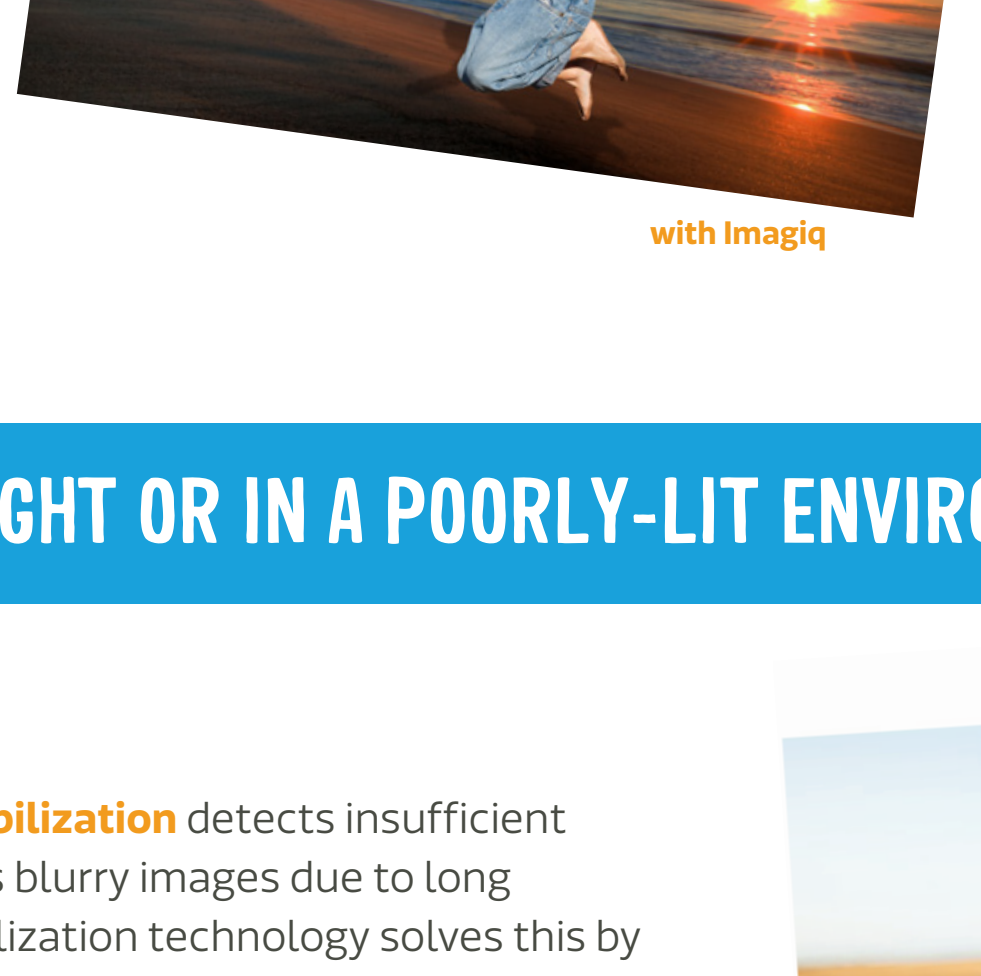
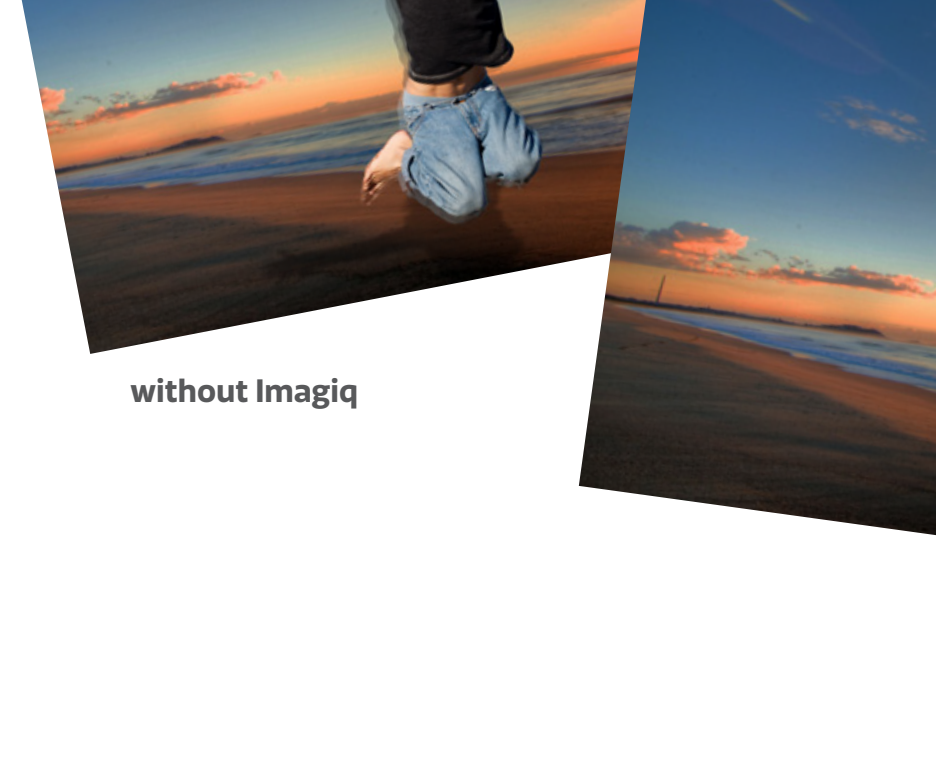
Our **Hybrid Auto Focus system** locks onto subjects faster than traditional contrast Auto Focus systems, especially on moving objects. With Pixel-level Auto Focus technology more light can be collected. That means impressive focus speed, even for objects at a distance in extreme low light conditions.

**PHASE-DETECTION
AUTOFOCUS WITH LASER
AUTOFOCUS AND DUAL
PHASE-DETECTION
AUTOFOCUS**



**INSTANT
AUTO-EXPOSURE
WITH CAMERA
CONTROL UNIT FOR
BRIGHTNESS-BASED
SENSOR EXPOSURE**

Just like auto focus, a system with slow brightness adjustment may mean missing a great photo moment. Imagiq 2.0 introduces **Instant Auto Exposure** for ultra-fast and accurate exposure by tracking lighting changes within the surrounding environment for incomparable performance.

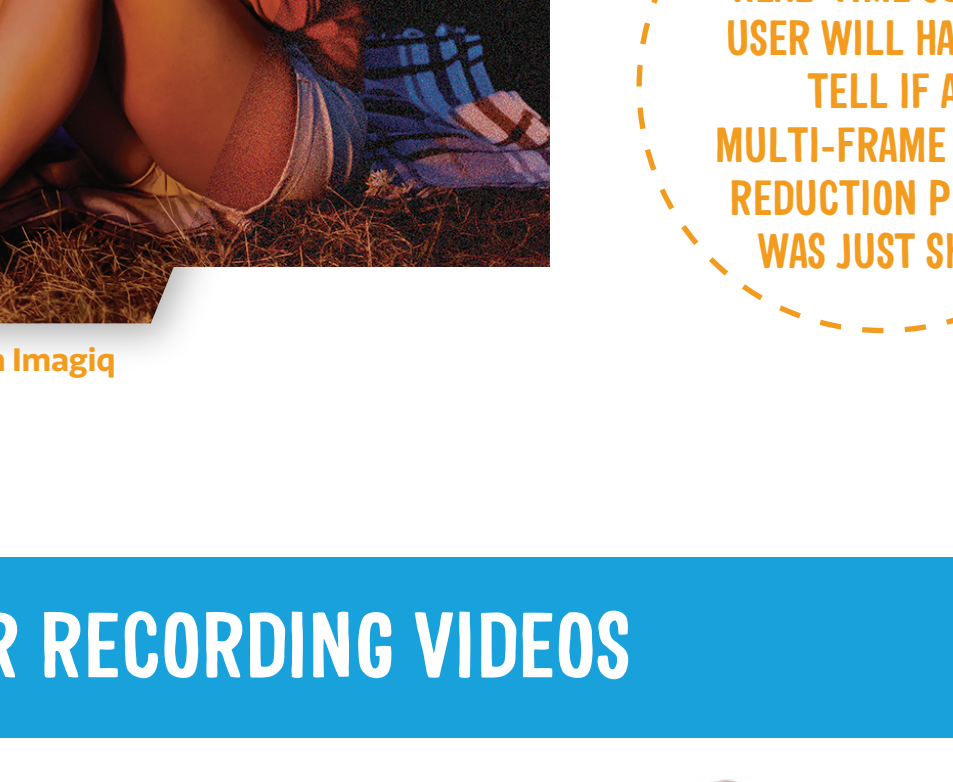
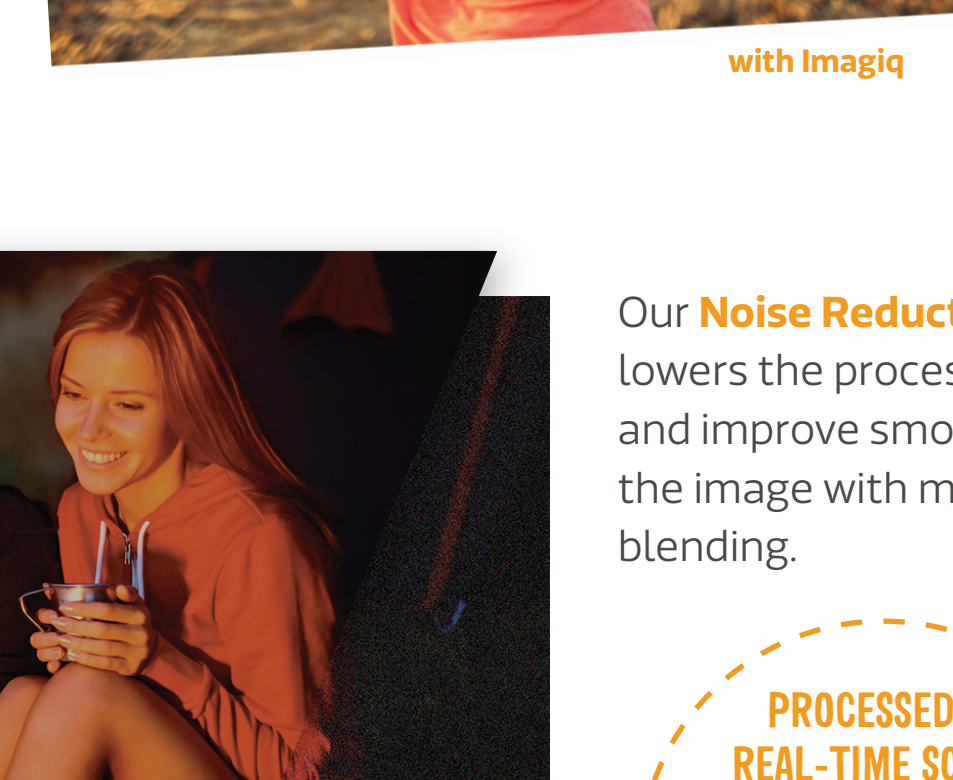


**NEW MULTI-FRAME
HDR PROVIDES
CLEARER IMAGES
AND VIDEO**

AT NIGHT OR IN A POORLY-LIT ENVIRONMENT

Imagiq's **Image Stabilization** detects insufficient lighting that causes blurry images due to long exposure. Our stabilization technology solves this by combining several consecutively-captured images into one image, eliminating camera shake issues.

**ADVANCED IMAGE
STABILIZATION
DIVIDING UP LONG
EXPOSURE TIMES FOR
BLUR-FREE
PHOTOGRAPHY**



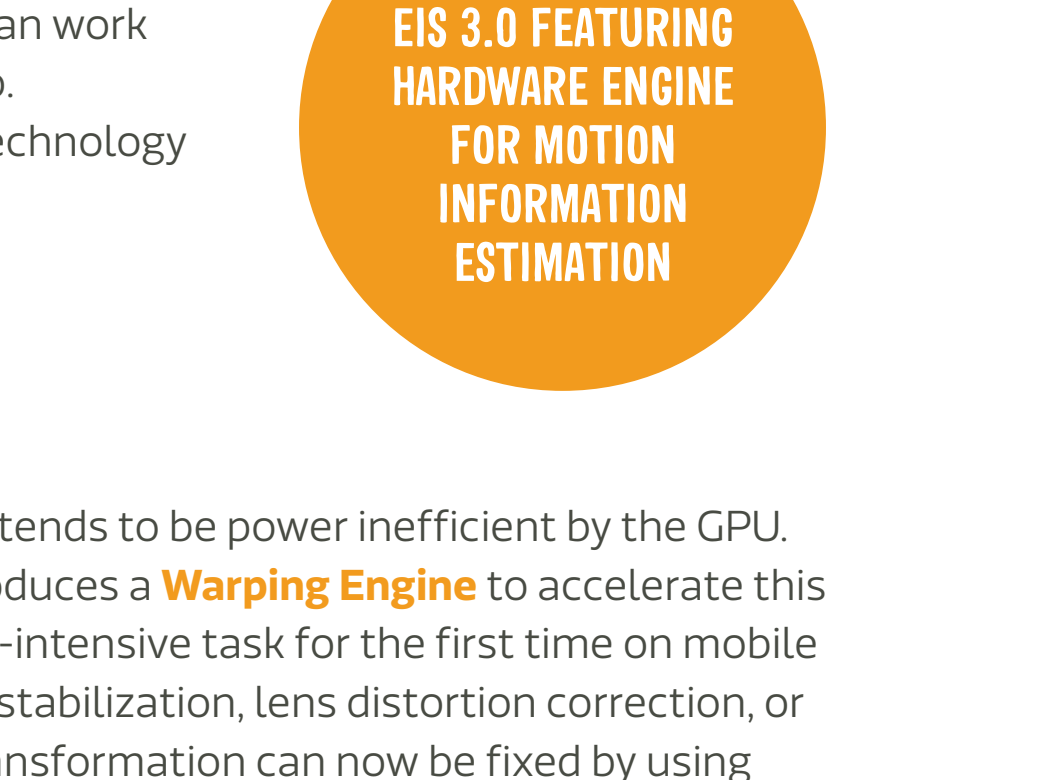
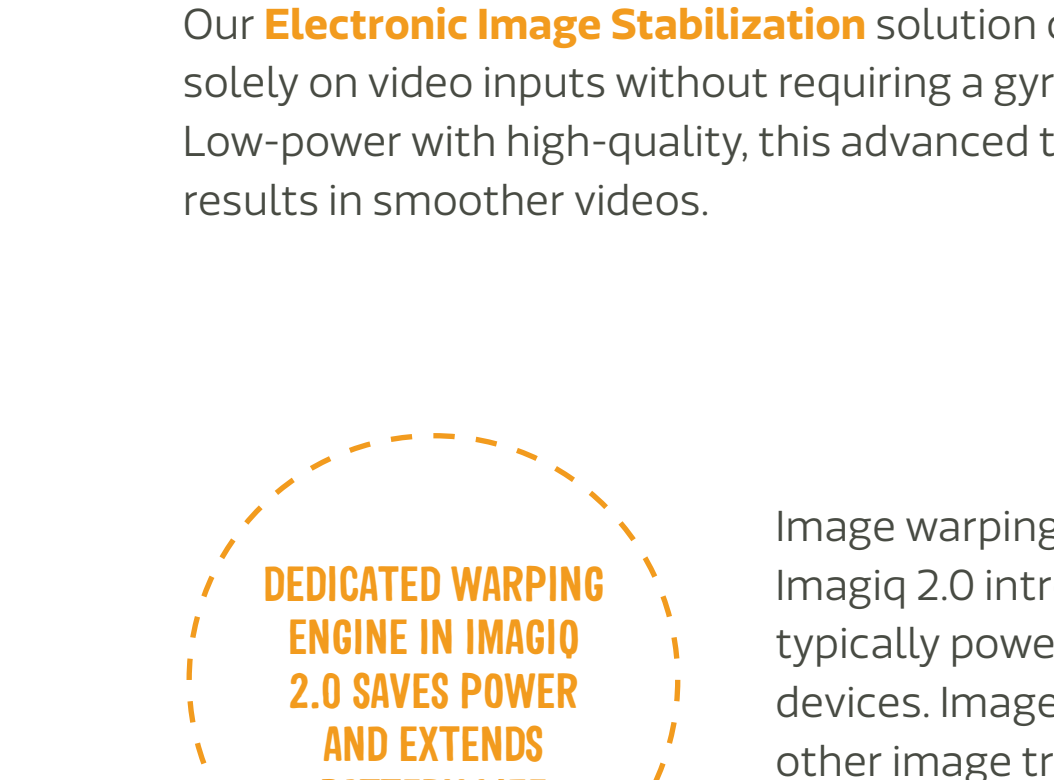
Our Noise Reduction engine lowers the processing time and improve smoothness of the image with multi-frame blending.

**PROCESSED IN
REAL-TIME SO THE
USER WILL HARDLY
TELL IF A
MULTI-FRAME NOISE
REDUCTION PHOTO
WAS JUST SHOT**



with Imagiq

FOR RECORDING VIDEOS



Our **Electronic Image Stabilization** solution can work solely on video inputs without requiring a gyro. Low-power with high-quality, this advanced technology results in smoother videos.

**EIS 3.0 FEATURING
HARDWARE ENGINE
FOR MOTION
INFORMATION
ESTIMATION**

**DEDICATED WARPING
ENGINE IN IMAGIQ
2.0 SAVES POWER
AND EXTENDS
BATTERY LIFE**

Image warping tends to be power inefficient by the GPU. Imagiq 2.0 introduces a **Warping Engine** to accelerate this typically power-intensive task for the first time on mobile devices. Image stabilization, lens distortion correction, or other image transformation can now be fixed by using dedicated hardware instead of general processing tools.

Temporal Noise Reduction on Imagiq 2.0 improves the quality of all your previews and recordings by locating and reducing pixel movement in videos. Previews and recordings will see a significant reduction in flicker noise, and will look cleaner.



**TEMPORAL
FILTERING-BASED
MOTION-ALIGNED
PIXELS FOR NOISE
REDUCTION AND
ISO GAINS**