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## ***Press Release***

# **DMP Targeting “Digital Consumer Market”**

Advancing DMP's Graphics IP Core Business Based on  
Its High-Quality Real-Time 3-D Graphics Solutions

**Los Angeles, SIGGRAPH 2005 (Booth # 1005)- August 1, 2005** - DMP Inc., the world-class leader of 3-D graphics solutions, headquarters in Tokyo Japan today announced its business strategy of focusing on the 21st century digital consumer market, which is expected to grow dramatically in the near future, centering on mobile phones, game devices, navigation systems, amusement machines such as arcade games, and embedded home appliances.

### DMP Strategy

DMP incorporates “DMP Maestro Technology,” its leading-edge 3D graphics technology mounted on the ULTRAY™2000, into its graphics IP core currently being developed for industry-standard embedded systems, and it offers this innovative 3D graphics solution under a fully optimized authoring environment. DMP seeks to extend its optimal graphics technology to various embedded systems for the digital consumer, and its product development activities have attracted attention from many leading global companies.

“The embedded space has unique set of priorities and constraints which are somewhat different from those in PC and workstation space.” said Tatsuo Yamamoto, President and CEO of DMP. “Maestro technologies have been developed to specifically address those issues and enable workstation class graphics quality in the embedded space which requires much less power consumption and has stricter memory requirements. DMP is fully committed to OpenGL ES and provides a wide range of graphics IP cores that not only meet the standard but also have features that allow customers to differentiate their products.”

Striving to bring world-class 3-D graphics solutions to market from Japan since its founding in July 2002, DMP continues to develop products by effectively managing both the creative ideas of its highly-skilled international staff and its cutting-edge technology. DMP developed an original hardware architecture based on physical modeling and inference methods, and makes 3-D graphics solutions (including both hardware and software) for everything from high-end products to embedded devices.

DMP is also a contributing member of the Khronos Group (a member-funded industry consortium based in the U.S.) that conducts industry standardization and testing of graphics APIs made for embedded systems. In addition to developing OpenGL ES compliant products, DMP participates in Khronos' working groups and takes part in activities for developing industry standards. DMP expects to make an integrated content production environment available in the near future through its close associations with game development middleware makers.

"The high end multimedia mobile phone and handheld market is forecasted to exceed 200 million units by 2006," according to Dr. Jon Peddie, President of the market research firm Jon Peddie Research in Tiburon Ca. "It will be high-performance technology like DMP has introduced with their Maestro IP that will enable the future handheld devices to meet and lead the demands of consumers for these advanced functions, and do it within the power constraints of mobile device."

### **A Business Opportunity in Every Display**

3-D graphics have unlimited potential and are the most effective form of media for enabling people to have an interactive experience with videos, games, and computers. Given the skyrocketing growth in the digital consumer market, DMP expects that displays (led by LCDs) will be used in all walks of life in the future.

DMP further expects that 3-D graphics will become part and parcel to displayed contents. In fact, DMP believes that every display, no matter where it is located, presents us with a business opportunity. Based on this belief, we seek to become the world leader in visualization with a focus on 3-D graphics and are striving to bring world-class 3-D graphics solutions to market from Japan.

### Introducing DMP's Revolutionary New Technology and Products

#### **1. DMP Maestro Technology**

DMP's cutting edge 3-D graphics technology DMP Maestro Technology facilitates the creation of high-resolution graphics with reduced contents and memory bandwidth size, and lower energy consumption at the system level.

#### **Material Maestro Technology**

Creates high-resolution graphics in conjunction with various light reflection models, such as BRDF\*

and SSS\*\*, at rapid speeds. Renders objects with lifelike textures.

### **Shadow Maestro Technology**

Used for rendering shadows. The combination of an original shadow map generation method with a shadow filtering process for applying the shadow to the final image creating beautiful half-shadows and self shadows.

### **Particle Maestro Technology**

An engine for rendering objects in gas form that quickly and beautifully renders clouds, smoke, gas, and other fuzzy objects.

### **Figure Maestro Technology**

Figure processing technology that executes within the processor, including a hair generation, polygon subdivision, primitive generation, displacement mapping, and the like.

### **Glare Maestro Technology**

An engine for rendering glare/flare effects. Beautifully renders glare/flare effects simply by defining certain parameters such as the position and color of light sources, or the angle, number, size or shape of the glare without using textures.

\*BRDF: Bidirectional Reflectance Distribution Function

\*\*SSS: Sub-Surface Scattering

## **2. ULTRAY™2000 Visual Processor**

ULTRAY™2000 is a visual processor that enables the generation and rendering of the highest quality 3-D graphics in the industry. ULTRAY 2000 brings a new visualization solution to a broad range of fields and applications including scientific and technological visualization, digital prototypes, on-air graphics, flight and driving simulators, amusement machines such as arcade games, and for the fashion and beauty industry.

ULTRAY 2000 models an algorithm that generates physical light reflection and shadow properties for various materials and is mounted on the visual processor chip as hardware, which enables the chip to process extremely real-looking and high-resolution 3-D graphics at high speeds.

## **3. Graphics IP Core PICA (Under Development)**

DMP has optimized DMP Maestro Technology for the embedded market and is currently developing PICA, the next-generation graphics IP core. PICA is fully compliant with standard OpenGL ES, and DMP plans to make it for SoC manufacturers and the embedded market (for mobile phones, mobile game devices, navigation systems, and amusement machines such as arcade games) centering on

digital consumers. DMP believes that the number of products that come with displays, such as mobile phones, will increase in the future. We also believe that, as applications evolve, so too will the level of sophistication of graphics in the digital consumer market that continues to show a surge in growth led by development activities in Japan and other parts of Asia.

DMP firmly believes that 3-D graphics is at the heart of this growth, and will be widely used as the most effective interactive human-machine interface (media) in the future, surpassing its traditional use in games and animation. As the display quality of 3-D graphics improve, 3-D technology will be further integrated into animation, and we believe that this technology will be used as the ultimate compression technology for managing interactivity and reusable data. DMP's graphics technology has been developed with memory efficiency and CPU load reduction in mind, and will make a big showing in the embedded market represented by the digital consumer.

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#### **About DMP**

Digital Media Professionals Inc.(DMP) is the world-class leader bringing 3-D graphics solutions to market from Japan since its founding in 2002, and is currently developing graphics IP core based on DMP's cutting edge 3-D graphics technology DMP Maestro Technology. (Headquarters at: 1-15-5 Naka-cho, Musashino-shi, Tokyo; Capital: 1.18 billion JPY; President & C.E.O.: Tatsuo Yamamoto; <http://www.dmprof.com/>)

The entry model PICA processor is attracting attention from leading manufacturers in Asia as a graphics IP core that can be used to meet the demands of the 21st-century digital consumer market—mobile phones, game devices, navigation systems, amusement machines such as arcade games, and embedded home appliances. We expect the digital consumer market to grow dramatically in the near future.

DMP is a contributing member of Khronos Group that conducts industry standardization and testing of graphics APIs intended for embedded systems. In addition to developing products that are compliant with OpenGL ES, DMP participates in Khronos' working groups and actively takes part in activities for developing industry standards.

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