



DATA DISPLAY GROUP

Press release
by

QuickLogic and Data Display Group



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QuickLogic Signs Agreement with Data Display GmbH to Bring VEE to Industrial and Digital Signage Applications

SUNNYVALE, California (US), May 5, 2010 - QuickLogic Corporation (NASDAQ: QUIK), the lowest power Customer Specific Standard Products (CSSPs) leader, today announced the signing of an agreement with the Munich, Germany-based Data Display GmbH to bring the company's unique Visual Enhancement Engine (VEE) and Display Power Optimizer (DPO) technologies to the Industrial and Digital Signage markets.

[Data Display](#) is the leading technology-driven supplier of TFT-solutions for the industrial and digital signage markets. Data Display will continue to act as a full service resource for its customers, supplying design services and sophisticated end user-products. Data Display will also begin maintaining an inventory of QuickLogic's ArticLink II VEE-enabled CSSPs for the industrial and digital signage markets. The initial focus of the partnership will be the European and North America markets, with expansion plans targeting Asian markets.

"We are excited to be working with Data Display. This agreement is a great opportunity for them to further extend their reach in the industrial and digital signage markets. At the same time, consumers will benefit immensely by the enhanced visual quality and power savings that are brought about by VEE and DPO," said Brian Faith, QuickLogic's Vice President of Worldwide Marketing.

Industrial and digital signage covers a variety of applications and uses, from information kiosks used in airports and hospitals, to signage used outside facilities such as casinos and shopping centers. According to iSuppli, shipments of industrial and digital signage will increase 25% in 2010 to almost 2 million new systems, with forecasted growth of 40% annually from 2011 to 2013. However, digital signage almost always represents additional electrical consumption at the point of install. Accordingly, manufactures and users of digital signage are continually looking for ways to "Go Green" without impacting the effectiveness of their message.

QuickLogic's VEE technology greatly enhances the viewability of displays under challenging viewing conditions such as bright ambient light while dynamically optimizing video characteristics on a pixel-by-pixel basis to provide a natural viewing experience to the user. Used in conjunction with VEE, QuickLogic's recently announced DPO technology enables developers to significantly reduce energy consumption by lowering display backlight or power intensity without compromising the viewing experience.



About QuickLogic

QuickLogic Corporation (NASDAQ: QUIK) is the inventor and pioneer of innovative, customizable semiconductor solutions for mobile and portable electronics OEMs and ODMs. These silicon plus software solutions are called Customer Specific Standard Products (CSSPs). CSSPs enable our customers to bring their products to market more quickly and remain in the market longer, with the low power, cost and size demanded by the mobile and portable electronics market. For more information about QuickLogic and CSSPs, visit www.quicklogic.com.

About Data Display GmbH

The Data Display GmbH is a worldwide operating specialist for TFT flat screen and -system solutions for industrial, medical as well as multimedia and digital signage applications. Data Display GmbH supplies innovative Green IT solutions based on their hardware platforms and their own software to control the TFTs of the partners Samsung, Chimei Innolux, Optrex and as well as selected panels from other manufacturers. These system solutions – from assemblies and kits up to finished OEM products - are developed in their own R&D centres in Germering (Germany), Istanbul (Turkey) and Ronkonkoma (NY/USA). More information can be found on the homepage: www.datadisplay.de.



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