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# QuickLogic to Showcase Mobile Display and Battery Life Enhancement Technologies at Qualcomm's Uplinq Conference

SUNNYVALE, Calif.--(BUSINESS WIRE)-- QuickLogic Corporation (NASDAQ:QUIK), the lowest power Customer Specific Standard Products ([CSSPs](#)) leader, today announced that it will demonstrate the system-proven Visual Enhancement Engine ([VEE\(TM\)](#)) and Display Power Optimizer ([DPO](#)) technologies at the Uplinq 2010 Conference ([www.uplinq.com](http://www.uplinq.com)). Uplinq, sponsored by Qualcomm, is a new conference targeted at top developers, publishers, device makers and operators in the mobile space. The goal of the event is to foster the advancement of mobile applications, services and devices. QuickLogic's demonstrations will be featured in the Mobile Innovations Showcase, which is designed to provide hands-on, direct access to the latest in mobile technology, products and services.

Location: Manchester Grand Hyatt in San Diego, CA

Date: June 30 - July 1, 2010

Booth: #311

A visit to the QuickLogic booth will reveal how QuickLogic's Customer Specific Standard Product ([CSSP](#)) solutions are being deployed in mobile handset devices. Visitors will also have the opportunity to learn about additional Proven System Block (PSB) solutions, including the first 60 Frames-Per-Second MDDI type 2 interface PSB, an RGB Split PSB for driving multiple displays, and more.

## About VEE and DPO

QuickLogic delivers customized low-power semiconductor solutions that improve the viewing experience and battery life of Smartphones, Tablets, Smartbooks, and Cloudbooks. QuickLogic's proprietary VEE technology enables superior viewability on mobile displays, even in bright ambient light. The company's DPO technology significantly reduces display power consumption to dramatically improve battery life. QuickLogic implements these customized solutions from silicon platforms and software drivers tailored for Qualcomm's latest Mobile Station Modem(TM) (MSM(TM)) and Snapdragon(TM) (QSD) chipsets.

## 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](http://www.quicklogic.com)

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