

QuickLogic Enhances Gesture Detection Algorithm in SenseMe Library

SUNNYVALE, CA -- (Marketwired) -- 02/11/16 -- QuickLogic® Corporation (NASDAQ: QUIK), the innovator of ultra-low power programmable sensor processing solutions, today announced it has enhanced its Double-Tap gesture detection functionality in its SenseMe™ library. This enhancement offers OEMs the ability to eliminate mechanical buttons and deploy more fashionable, classic analog watch face technology, while staying well within the tight power consumption threshold of wearable electronics.

Some of the challenges for designers of fashionable wearables that target multi-month battery life include:

- Managing the high power consumption of digital touchscreen displays and
- Achieving IP-67 dust/water resistance

To deliver longer battery life, OEMs are adopting classic analog movements in lieu of high-power digital displays. Moreover, the removal of multiple buttons and their cavities in the wearable physical design can improve IP-67 resistance. However, consumers are more accustomed to interacting with wearable devices via touchscreens and buttons. Therefore, the clear product benefits of these solutions are offset by the challenges they create in terms of consumer interaction with the device.

To address these challenges, QuickLogic has significantly enhanced its Double Tap gesture in its SenseMe Algorithm Library. As with all SenseMe algorithms, particular focus has been put on computational efficiency and rapid response time. Additionally, the algorithm only requires the use of a low power 3-axis accelerometer sensor, which is the key to achieving an intuitive consumer experience and long battery life.

According to a May, 2015 IHS iSuppli market research report, smart watches, activity trackers, fitness/sports monitors, and Bluetooth® headsets will total more than 150 million units by 2018. All of these applications have the potential to benefit from ultra-low power double-tap gesture recognition. In this highly competitive market, OEMs need significant product differentiation to be successful. Intuitive user experience and long battery life can deliver that differentiation.

"This exciting enhancement to our SenseMe Library is a direct result of our focus on enabling more immersive consumer experiences with longer battery life," said Frank Shemansky, senior director of product management at QuickLogic. "Our goal is to continue to enable wearable device OEMs to improve customer satisfaction, and drive higher market share through differentiated product capabilities."

Availability

The Double Tap gesture algorithm is available now as part of QuickLogic's extensive SenseMe Library, and optimized for use in QuickLogic's ArcticLink® 3S2 and EOS™ S3

silicon platforms. For more information about QuickLogic's SenseMe algorithms, please visit www.quicklogic.com/senseme.

About QuickLogic

QuickLogic Corporation is a leading provider of ultra-low power, customizable sensor processing platforms, Display, and Connectivity semiconductor solutions for smartphone, tablet, wearable, and mobile enterprise OEMs. Called Customer Specific Standard Products (CSSPs), these programmable 'silicon plus software' solutions enable our customers to bring hardware-differentiated products to market quickly and cost effectively. For more information about QuickLogic and CSSPs, visit www.quicklogic.com.

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