

# Motorola Selects QuickLogic ArcticLink III Display Bridge for New Modular Smartphone Accessory

SUNNYVALE, CA -- (Marketwired) -- 08/31/16 -- QuickLogic Corporation (NASDAQ: QUIK)

- QuickLogic's programmable [ArcticLink® III BX](#) chosen for MIPI-to-RGB Display Bridge for Moto Insta-Share Projector
- *The Moto Insta-Share Projector transforms Moto Z smartphones into a wide-screen HD movie projector*

QuickLogic Corporation (NASDAQ: QUIK), a developer of ultra-low power programmable sensor processing hubs, display bridge and programmable logic solutions, announced today that Motorola has chosen its ArcticLink III BX programmable display bridge for use in its new "Moto Insta-Share Projector." In the design, the ArcticLink III BX is used to convert the MIPI output of its applications processor to support the RGB input requirement for the TI DLP-based pico projector engine used in the Moto Insta-Share Projector.

The Moto Insta-Share Projector is part of Motorola's family of Moto Mods™, which are separate modular accessories that magnetically snap on to either the Moto Z or Moto Z Force families of smartphones to seamlessly add new capabilities. The Moto Insta-Share Projector is one of three such modules initially available from the company. Different modules can easily be swapped in and out to change the features of the smartphones.

QuickLogic's ArcticLink III BX solution was selected for its ability to support four lane MIPI-to-RGB conversions at the WVGA standards of 720p and 1080p resolution at 60 frames per second (fps) data rates. Other benefits of the ArcticLink III BX include its programmability, ability to support a variety of display inputs and outputs, its low power consumption and a small 4.5 mm x 4.5 mm package, which together make it an ideal solution for portable battery powered applications.

"Motorola has long been known as a leading innovator in mobile communications. The company's new Moto Mods concept is revolutionary and we are proud to have provided an enabling technology for its Moto Insta-Share Projector," said Brian Faith, president and CEO at QuickLogic Corporation. "Our ArcticLink III BX not only met their connectivity and low power requirements, but it also provided Motorola with a fast and straightforward design process."

## **Availability**

QuickLogic's ArcticLink III BX solution is available today. For additional information, please visit <http://www.quicklogic.com/platforms/visual-and-display/al3bx/>.

The Motorola Moto Insta-Share Projector is available now. For more information, please visit

<http://motorola-blog.blogspot.co.uk/2016/06/the-new-moto-z-family-with-moto-mods.html>.

### **About QuickLogic**

QuickLogic Corporation (NASDAQ: QUIK) enables OEMs to maximize battery life for highly differentiated, immersive user experiences with Smartphone, Wearable and IoT devices. QuickLogic delivers these benefits through industry leading ultra-low power customer programmable SoC semiconductor solutions, embedded software, and algorithm solutions for always-on voice and sensor processing. For more information about QuickLogic, visit [www.quicklogic.com](http://www.quicklogic.com).

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