

## ***Press Release***

# **DMP 3D Graphics IP core “PICA<sup>®</sup> 200” is adopted by Nintendo 3DS<sup>™</sup>**

Digital Media professionals Inc. (HQ: Musashino-shi, Tokyo, CEO: Tatsuo Yamamoto, hereafter DMP) has announced that the DMP 3D Graphics IP "PICA200" is adopted by Nintendo's new portable game machine "Nintendo 3DS".

PICA200 features proprietary DMP 3D graphics extensions "Maestro technology". By hardware implementation of complex shader functionality, these extensions allow the high performance graphics rendering found on existing high-end products to be realized on mobile devices with low power consumption requirements, such as portable game machines.

"We had a very ambitious goal in the realization of naked-eye 3D stereo vision, and video game console style high quality graphics rendering, whilst maintaining low power consumption. I am delighted that we were able to contribute with 'Maestro technology', which we have developed over several years at DMP", said Tatsuo Yamamoto, President and CEO, DMP.

###

\*This press release is translated from original Japanese.

### **About Digital Media Professionals Inc. (DMP)**

Since its founding in July 2002, as a leading technology company from Japan, DMP has been developing optimized 2D and 3D graphics technology, primarily focused on the embedded market. With 3D graphics solutions including both hardware and software, covering a wide range of embedded devices, we aim to offer a new user experience. As a member of the Khronos group, in addition to contributing towards the establishment of OpenGL ES specifications, DMP is the only company offering an OpenGL ES training course in Japan. For more information about DMP, see <http://www.dmprof.com/>

©2010 Digital Media Professionals Inc.

DMP, the DMP logo, and PICA are registered trademarks of Digital Media Professionals Inc.

Nintendo 3DS is a trademark of Nintendo.

Other company names and product names are registered trademarks or trademarks of respective companies.

For contact regarding this matter:  
Digital Media Professionals Inc. Business Development Dept.  
TEL: 0422-60-3480 E-mail: [info\\_06@dmprof.com](mailto:info_06@dmprof.com)