

Clairvoyante at a Glance

- Philosophy** Clairvoyante's mission is to improve the performance and efficiency of the visual interface between display hardware and human vision system. Traditional RGB stripe LCDs have been the de facto display standard but will soon reach their design limits, inhibiting the design of new generation, high-performance displays—designed to visually approach reality itself and to display new levels of information on handheld screens. It is our goal for PenTile RGBW technology to reset industry expectations with a new level of imaging performance and power efficiency.
- Background** Clairvoyante was founded in July 2000 by Candice H. Brown Elliott, a 30-year display industry veteran who theorized that display performance could be significantly improved by capitalizing on aspects of the human vision system, *without increasing manufacturing cost, and without disrupting current display manufacturing technologies*. Her understanding of the physiology of the human eye and the sophisticated brain processing involved in human vision led her to develop PenTile® technology.
- Technology** Clairvoyante develops proprietary subpixel layouts and software algorithms to increase the efficiency of high resolution flat panel displays. PenTile RGBW uses only two-thirds of the subpixels required for a conventional RGB stripe display while retaining the same visual resolution. Fewer subpixels enable the columns to be one-third wider, increasing aperture ratio and transmissivity. Dramatically improved transmissivity means PenTile technology can boost brightness or reduce power, or enable a combination of both.
- Licensees** Clairvoyante has engaged with 18 leading display manufacturers to develop a wide range of prototype and commercial LCD panels for mobile phones, handhelds, digital still and video cameras, media players, PDAs, mobile internet devices, smart phones, ultra-mobile PCs, and advanced TVs. Clairvoyante also licenses its technology to driver IC companies to simplify implementation of PenTile technology and decrease time to market.
- Funding** Clairvoyante is a venture-backed company. Selby Ventures led the Series A round in May 2001 together with Pacifica Fund. American River Ventures led Series B in 2004 and Series C in 2006. Other investors participating in the B and C rounds included Intel Capital, Rocket Ventures, and Yasuda Development.
- Offices** Clairvoyante is headquartered in Cupertino, California in the heart of Silicon Valley, and has a satellite office in Sebastopol, California. Clairvoyante also maintains sales representatives in Japan, Korea and Taiwan to interface with its overseas customers.
- Intellectual Property** Clairvoyante has developed a substantial body of foundational IP for displays include novel subpixel layouts and the software for subpixel rendering, gamut mapping, dithering, resolution enhancement, gamma processing and metamer processing. Portfolio strategy is directed by Stuart Kaler, Clairvoyante's General Counsel. In the U.S., Clairvoyante has filed over 80 patents, with more than 20 issued or allowed. Internationally, Clairvoyante has filed nearly 500 utility and design patent applications, nearly 300 of which are issued or allowed.