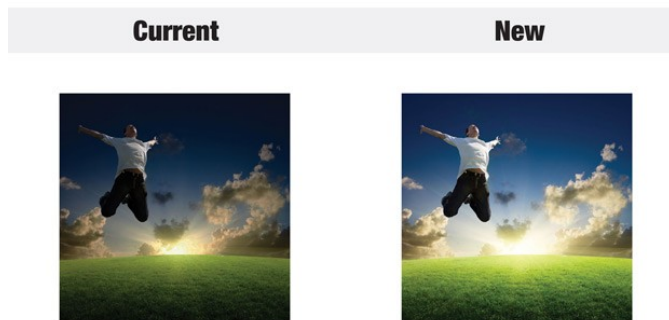


Brighter Picos at No Extra Power

Written by Marco Attard
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Texas Instruments' DLP unveils a new pico projector technology at MWC 2013, Barcelona--IntelliBright, a means to improve on pico image brightness without increasing power costs.



Smarter Brightness*
Enhance brightness and reduce power frame by frame.

*Simulated images

The technology in question is actually a pair of image processing algorithms, Content-Adaptive Illumination Control (CAIC) and Local Area Brightness Boost (LABB). DLP claims the algorithms "intelligently" analyse image content in real-time and create more vivid, higher contrast images (even in bright lighting conditions) without raising power consumptions.

The CAIC algorithm adjusts red, green and blue illumination levels on a frame-by-frame basis while the LABB algorithm adds an amount of gain to dark areas in each frame.

TI says DLP is already working with manufacturers to integrate IntelliBright technology in next generation pico projectors, together with the Tilt & Roll Pixel (TRP) chip architecture first introduced at CES 2013.

Go [TI Makes Mobile Device Projection Even Brighter with DLP IntelliBright](#)