

scalado™

Scalado Presskit

Picture it Enjoy it Perfect it Access it

Creating the Superior User Experience

Launched in 2000 in Lund, Sweden, Scalado is a world leader in the mobile imaging industry, with a long history of developing innovative platform-independent imaging solutions. Based on Scalado's unique Random Access JPEG and more than 50 patent and patent pending technologies, these innovations are currently being used by the world's leading global telecom and platform players in over 1 billion devices to date - a figure that is rapidly growing with 500 million each year!

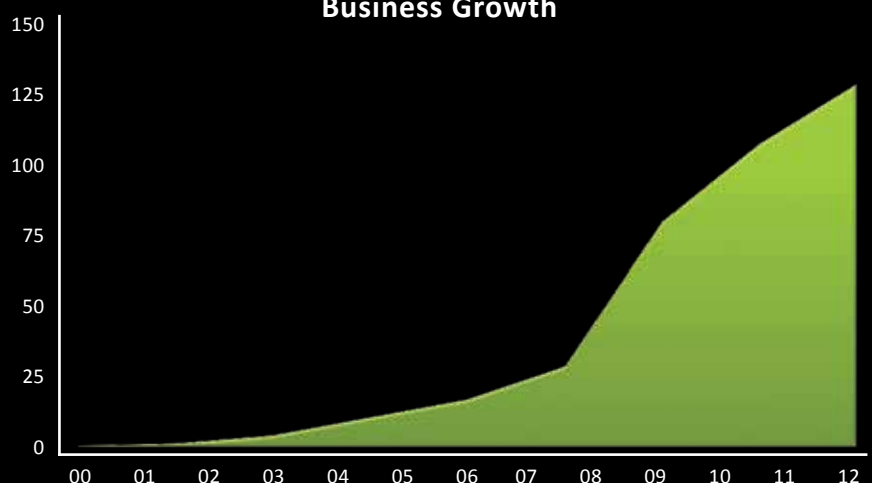
Since the start, the company's mission has been to help camera and mobile phone manufacturers to significantly improve their imaging solutions in order to deliver an optimal end-user experience. Scalado helps companies shorten their time-to-market and differentiate their products through imaging solutions that offer top of the line advantages in editing, enhancing, viewing and sending images.

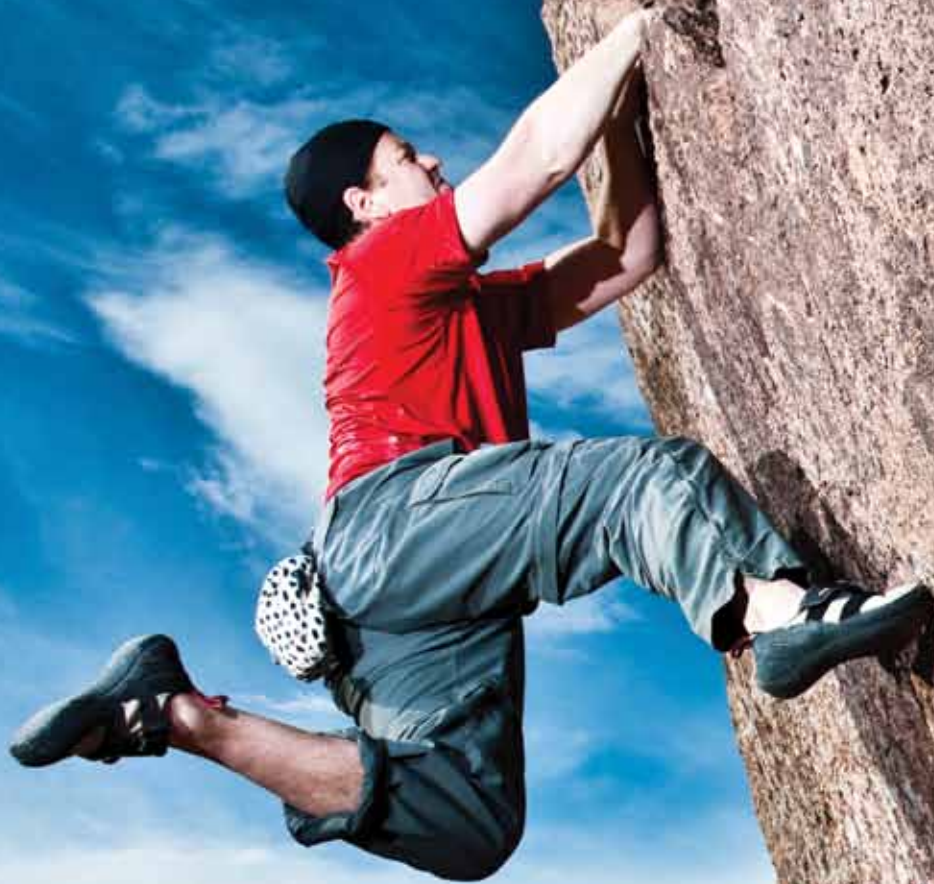
Scalado's technology has gained worldwide recognition by all of the major players in the IT industry. The company already licenses its solutions to the top five tier 1 mobile phone manufacturers, top 10 ISP/Sensor companies, and most leading platform providers. Customers/partners include Sony Ericsson, Nokia, Motorola, HTC, LGE, Samsung, NEC, Aptina, OmniVision, Fujitsu, Renesas, Qualcomm and MediaTek. As a result, when someone is using a camera phone, it's very likely that Scalado's patented imaging platform is onboard.

Through the years, the company has received several awards for innovation and excellence in export. In 2010, Scalado was bestowed the Hermes Export Award by the Swedish Chamber of Commerce on World Trade Day, and listed as one of the fastest growing companies in EMEA.

Scalado has offices in Sweden (HQ), Korea, China, Taiwan, Singapore and the United States. The company employs around 110 people, most of them working at its Swedish HQ in Lund. Scalado has been doubling its revenues year on year since 2007.

Business Growth





Our vision, mission and core values guide the actions of the organisation, spell out the overall goal, provide a sense of direction and facilitates decision-making:

Our Vision

Our aim is to improve and redefine the capture of moments and the experience of memories on any screen – anywhere!


”Capture the moment – Share the experience!”

Our Mission

Whenever or wherever a photo is captured, edited, viewed, shared or stored, Scalado technology and products will be used.

Our Core Values

- Passionate about our customer’s success
- Innovation that is relevant for our market, customers and ourselves
- Trust, respect and personal responsibility in everything we do
- Dare to think unconventionally - challenge the conventional
- Team work both internally and externally - globally

A vibrant sunset scene with a bright sun low on the horizon, casting a long, white, conical path of light across a field of golden-brown crops. The sky is filled with dramatic, orange and yellow clouds, creating a warm and inspiring atmosphere.

The demand for smart and innovative imaging solutions is rapidly increasing in all digital arenas. Because the Scalado technology is platform independent, it can be applied to a wide range of devices, in addition to camera phones.

Using Scalado's CAPS™ platform and engineering services, device manufacturers can differentiate their products by offering a full range of exciting and high performance digital camera features. This technology helps manufacturers reduce required RAM memory and makes image handling significantly faster.

The company's portfolio includes imaging technologies for encoding, decoding and viewing JPEG images; Imaging SDKs (software development kits) for developing a whole range of imaging applications; imaging framework solutions for editing, viewing and capturing; and professional services.

Scalado has built strong relationships in all sectors of the imaging industry, including companies dedicated to Silicon (Sensors/ISPs), hardware platforms, software platforms, ODMs, OEMs and operators. Lately, the company has also ventured into business relationships with third party developers, which helps to create an interface with end users. Because the user experience is yet another vital aspect of Scalado's business, the end user's perspective is maintained in every part of the company's technology development.

Scalado remains the most authoritative source for imaging technology and a distinct hub for imaging innovation – in other words – the center of gravity for imaging.

When cameras and imaging technology entered the world of mobile phones, people were suddenly able to document their lives and the world around them in a whole different way. With the advent of mobile internet connections and social networking, they were also able to share these experiences in real time. This development has increased the need for speed, quality and creativity in imaging.

Since 2000, Scalado has been at the forefront of these developments, and is now the heart of the imaging industry, developing revolutionary technology that enhances the user experience in all aspects of imaging.

Did you know...?

- More than 1 billion mobile devices now use Scalado's imaging technology
- The number of mobile phone subscriptions has increased from 500 million in 2000 to 5.2 billion in 2010 (International Telecommunications Union)
- 800 mobile networks are now in existence across 200 countries (GSM World)
- Half a billion people accessed the internet with a mobile device during 2009. In 2011, over 85% of all mobile handsets will be able to access the web. (Gartner)
- The number of cameras sold in mobile phones will reach 1.5 billion in the year 2012 (Tony Henning, 6Sight)
- In 2013, 50% of all camera phones will have 5 megapixel resolution or higher (Tony Henning, 6Sight)
- Due to the expansion of camera phones, two of the four largest manufacturers of traditional cameras, Minolta and Konica, have quit the camera business entirely.

Over the years Scalado has developed a wide range of imaging technology solutions, all with the aim of making imaging fun, fast, and efficient. A selection of Scalado's innovative technology is presented below:

2000

ImageZoom

This was Scalado's first innovation. Regardless of the size of the image, ImageZoom makes it possible for the user to access – using any internet connection – and zoom into a specific part (or parts) of a megapixel image, without having to download the entire image.

2002

Random Access JPEG

Scalado has several patents for random access technology. The best known is Random Access JPEG (RAJPEG), which is a very effective way to process images. RAJPEG saves a huge amount of working memory and increases performance significantly. It enables an astonishing user experience on any device, independent of the existing memory and CPU performance.

2003

The 1st panoramic images on a phone

Scalado created the first imaging technology in the world for capturing and viewing panoramic images on a mobile phone. It is based on the random access technology and Scalado managed to integrate this tool in Sony Ericsson's T610.

2004

CAPS™ – Making imaging faster and more efficient

CAPS™ is Scalado's flagship product and with its unique features, it has made imaging in mobile devices faster and more efficient. CAPS™ is a software development kit that enables developers to produce imaging solutions that are extremely CPU and memory efficient and that drastically decrease processing time when managing multi-megapixel images.



2004

1st advanced mobile editor

This product is unique; not only because it was the first advanced image editor on a mobile phone, but also because it was the first time that a mobile handset manufacturer used imaging in its marketing campaigns. During the campaign for N90, Nokia marketed the phone and the image editor using the sentence: "Editing on-the-fly? I could not believe it either".

2005

The 1st super-fast album viewing for mobile phones

Image viewing technology has never been easy, but Scalado introduced a technology that made it faster and easier to view, search and organize images. The market was impressed and inclined to ask the question – how can you do this on a mobile device?

2007

SpeedTags: Revolutionizing capturing

SpeedTags is one of the innovations that really make a difference in the mobile camera industry. Its introduction changed the way images are captured on a mobile device, and greatly enhanced the user experience and quality of a digital imaging. The top 10 world players in the Sensor/ISP industries already integrate SpeedTags in their devices, and the technology is now available in 450 million new sensors and SOC's (System-on-a chip) every year.

2008

The 1st zero shutter lag capturing device

Zero Shutter Lag is the only software-based innovation that enables the user to capture photos instantly. Zero Shutter Lag is the first of many innovations based on the SpeedTags-technology. Its follow-on products include Rewind, Shot-to-shot, Burst, HDR and several others.



2010

Scalado Camera Framework

Scalado has continued its research around effective image capturing, and has lately released the Scalado Camera Framework, which makes it both effective and simple to achieve the same performance as SpeedTags on any platform.

2011

Rewind

This technology deals with a problem that photographers have been struggling with since the first group picture was taken: to get everyone to look their best at the same time. With Rewind, users can take the best facial expressions from several shots and combine them in the same picture.

2012

Remove

When capturing photos in a busy area, like a public square or a concert for example, it is often difficult to get a clean shot. Now you can capture the shot anyway, and simply let the camera remove the people for you!



Scalado has been awarded and nominated for several prizes thru the years. Here is a selection from the last 3 years:

2011

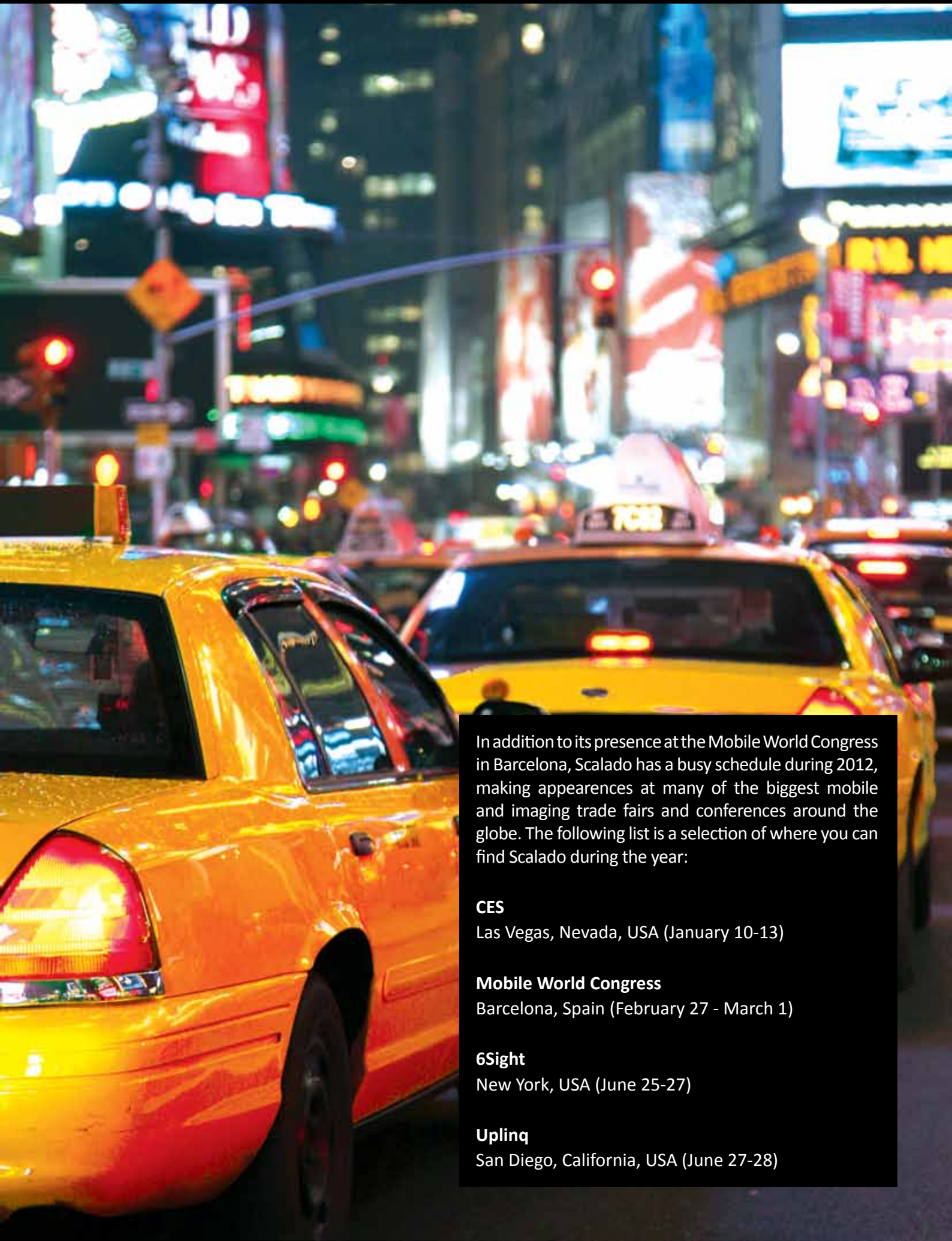
- "Årets Erövrare" (Conqueror of the Year award) (nominated)
- Cut the Wire award (nominated)
- Best press room by MyNewsdesk (nominated)
- The Gasell prize (Gazelle) by Dagens Industri for one of the fastest growing companies in Sweden (won)
- Made Deloitte's list - Sweden Technology Fast 50

2010

- Export Hermes Prize (won)
- Innovative Technology of the Year at the Swedish Mobil Gala (nominated)
- The Great Export Prize in Sweden (nominated)
- Guldmusen (*the golden mouse*) in the category IT entrepreneur 2010 (nominated)
- Made Deloitte's list - Sweden Technology Fast 50

2009

- Scalado's founders are nominated for Entrepreneur of the Year by Ernest & Young
- Featured in the 100 million club (published by Vision Mobile)
- GSMA's Mobile Innovation Grand Prix EMEA Tournament (nominated)
- The Europe 100 awards by Red Herring (won)
- Made Deloitte's list, Sweden Technology Fast 50 (ranked number 7 with a growth of 1559% during 2004-2008)
- Made Deloitte's Technology Fast 500 list which lists the 500 fastest growing companies in EMEA (Europe, Middle East and Africa) - Scalado was listed as the 114 most expansive company with a five year growth rate of 1476.10%



In addition to its presence at the Mobile World Congress in Barcelona, Scalado has a busy schedule during 2012, making appearances at many of the biggest mobile and imaging trade fairs and conferences around the globe. The following list is a selection of where you can find Scalado during the year:

CES

Las Vegas, Nevada, USA (January 10-13)

Mobile World Congress

Barcelona, Spain (February 27 - March 1)

6Sight

New York, USA (June 25-27)

Uplinq

San Diego, California, USA (June 27-28)

For more details on any of the information above, and/or to arrange interviews, speaking opportunities or any other requests, please do not hesitate to contact us. For media and presskit images, please [click here](#).

Håkan Persson, CEO



Mr. Håkan Persson has more than 25 years of international sales and management experience from the IT industry. He has held management positions at IBM, Telia and AU-systems. He was CEO of Aspiro – a listed company on the Stockholm stock exchange and President of Market Division EMEA at Telelogic. One of Mr. Persson's trademarks has been to develop, build and/or restructure businesses. With Telia he was commercially responsible for the launch of mobile telephony in Denmark and started one of the first mobile portals, "Speedy Tomato". As CEO of Aspiro he restructured the company and acquired several Nordic companies to create a consolidated entity for content provision. Mr Persson holds a BSc in International Business Administration and Management.

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Fadi Abbas, VP BizDev & CMO, Co-Founder



Mr. Fadi Abbas has an entrepreneurial background and has been involved in many successful business ventures in the Middle East, Balkan, East Europe and now Scandinavia. Mr. Abbas, through his solid business and technology background, played a very important role in laying the foundation of Scalado. Mr. Abbas led Scalado's strategy and R&D activities, building the structure of the company and managed the realization of the company's product roadmaps, visions and strategies. Mr. Abbas holds a Master's Degree in Computer Science and Engineering from Lund Institute of Technology, and an MBA degree from Gävle University.

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