

ST. AUGUSTINE, FL, November 12, 2014 /24-7PressRelease/ -- [Entertainment Experience LLC](#)

announced today that it has been granted a patent related to the use of its innovative multidimensional table-based approach - eeColor - to extend the useful life of the blue OLED and AMOLED emitters used in the new generation of color displays for mobile devices. OLED and AMOLED displays offer better image quality at lower power levels, but generating the higher frequencies of blue light from organic materials is difficult and a blue OLED emitter will often degrade faster than the corresponding red and green emitters, resulting in a perceived yellowing of displayed images.

"Expanding the range of applications supported by eeColor is a logical next step for us," said John Parkinson, CEO of Entertainment Experience. "The technology we have developed and integrated not only allows us to further improve the perceived quality of displayed still and video images, but simultaneously allows us to reduce the contribution required from the blue emitter, lengthening it's useful life and prolonging the life of the device that incorporates OLED and AMOLED technology."

eeColor's processing model can be used for any current or future display, with any color gamut capability, including the new generation of Ultra High Definition (4k) displays. The result is highly accurate colors without the artifacts that were typical of previous color management methods.

"What is especially groundbreaking about our design is that it is implemented in software, so there is no additional hardware cost involved, and we are able to easily keep up with the rapidly evolving processing capability of current and future graphics processors, working across many different vendors' devices," said Parkinson.

eeColor and eeColorPlus tm customers include top global Original Design and Manufacturing companies and the brands for whom they work, and implementations are available for DirectX (Microsoft Windows) Android and iOS devices.

About Entertainment Experience Entertainment Experience, LLC, was established in 2008 with a global focus changing the cost and value performance of digital entertainment solutions in homes. With the evolution of technology, it now travels with us. The company has seen a need to broaden its scope to look into optimizing all sorts of digital entertainment solutions. With its eeColor technology, EE has been creating solutions for all sorts of technology to adapt with the human eye-brain connection to process and project images in a similar, optimal manner. With their unique ability to provide the most affordable and highest quality color and visual

Written by Australian Business

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experience on the market today, EE is on the fast track to provide and offer a premium viewing experience with all sorts of technology to users. For more information on Entertainment Experience, please visit <http://www.eecolor.com/>.