



Entertainment Experience LLC Joins Consumer Electronics Association (CEA)

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ST. AUGUSTINE, FL, USA, January 20, 2015 /EINPresswire.com/ -- [Entertainment Experience LLC](#) announced today that it has successfully applied to join the [Consumer Electronics Association](#) as a Start Up member.

"Being a part of the CEA gives us a great network of connections to the makers and sellers of a very wide range of consumer electronics devices" said John Parkinson, CEO of Entertainment Experience. "The technology we have developed and integrated makes any display technology look better and can save power, extend display life and give users unprecedented control over how images and videos are displayed.

Parkinson adds, "To fully leverage the technology we have developed and continue to enhance, we need to be a part of the consumer electronics community. Joining the CEA gives us an excellent platform and access to the tools we need to connect to the leading digital display makers and brands and show them just what we can do to enhance their products. We very much look forward to active participation in CEA programs and events."

The eeColorPlus™ processing model can be used for any current or future display technology, with any color gamut capability, including the new generation of Ultra High Definition (4k) displays and the increasingly popular Pentile display panels and AMOLED 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, minimal power penalty when running and we are able to easily keep up with the rapidly evolving processing capability of current and future graphics processors and display technologies, working across many different vendors' devices," said Parkinson.

eeColorPlus™ customers already 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. Attractive licensing terms are available to all ODMs.

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 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/>.

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