



Aptina Introduces Industry's First 5-Megapixel SOC with 1/4" Optical Format

September 23, 2008

San Jose, CA , Tuesday, September 23, 2008 – Aptina Imaging, a leading provider of CMOS image sensors to the industry's most popular, mainstream and high-end mobile phone manufacturers announced today the launch of the industry's first 5MP SOC (System on a Chip) with 1.4-um pixel design and a 1/4" optical format. "This new addition extends Aptina's role as an industry leader by providing manufacturers with leading-edge SOC products and imaging solutions ranging from VGA to 10MP," states Sandor Barna, Vice President at Aptina. "This is a significant advancement for the market and for our customers looking for more sophisticated, quality imaging solutions." The new 5MP sensor targeting 8.5x8.5mm modules in 1/4" optical format leverages Aptina's high performance 1.4-um pixel technology and innovative feature rich image processing. The MT9P111 utilizes Aptina's latest imaging innovations to deliver superior quality images to the demanding best in class mobile phone users. Aptina's new 5MP SOC combines a smaller form factor with higher resolution enabling manufacturers to provide end-users with image quality that parallels some digital still cameras.

Camera phones with higher resolution and high color fidelity enable capturing of images that are true to actual scenes, offering an experience closer to what one would find with a digital still camera. The MT9P111 provides manufacturers of mobile camera phones with high resolution camera features while reducing optical form factor and size. Aptina's new SOC extends key features that enhance the end-user experience, including 720p/30 video, on-chip JPEG compression to reduce bandwidth demand on system, on-chip AutoFocus driver for fast focus response time and second generation motion adaptive exposure control (anti-shake) to capture clear images. The MT9P111 also supports Scalado Speedtags™, integrated functionality that improves the end user experience when storing, retrieving and manipulating images directly on the mobile phone.

Aptina's Advancing 1.4-um Technology

Shrinking pixels is one of the key components in the technology integral to meeting the demand for higher resolution while achieving small camera module size necessary to bring rich features to the next generation of camera enabled mobile devices. Aptina's 1.4-um pixel leverages proprietary processes and advanced pixel architectures to maximize light capture. Using this technology, Aptina is able to produce a 1.4-um pixel that outperforms today's leading-edge 1.75-um pixels, enabling a significant increase in resolution without sacrificing image quality. The pixel enhancements improve pixel performance, reduce the physical size of the sensor, and meet the small form factor requirements of consumer devices.

Venkat Puntambekar, Segment Marketing Director of Mobile Imaging, notes, "Our success is built on our ability to continually provide manufacturers with solutions that enable them to improve the end-user imaging experience. For our mobile customers, products like the new 5MP SOC reflect improved feature sets and increased performance in a mainstream 1/4" camera module. It also provides an easy upgrade path from the current 1/4" 3MP products."

Availability

Aptina's MT9P111 is currently sampling to select customers and production is scheduled for late Q1 2009.

About Aptina Imaging

Aptina, a division of Micron Technology is a leading provider of 2, 3 and 5 mega-pixel CMOS image sensors to the industry's most popular, mainstream and high-end mobile phone manufacturers. Aptina's CMOS sensors bring high-quality picture and video capabilities to mobile phones, digital still cameras, personal media video recorders, security and surveillance cameras, PC cameras, automotive applications, and more. Aptina continues to drive innovation in the market with its growing portfolio of CMOS technologies and image sensor solutions. For additional information on Aptina Imaging, visit www.aplina.com.

About Micron

Micron Technology, Inc., is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets DRAMs, NAND flash memory, CMOS image sensors, other semiconductor components, and memory modules for use in leading-edge computing, consumer, networking, and mobile products. Micron's common stock is traded on the New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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