



Aptina Imaging Introduces First 10-Megapixel CMOS Image Sensor for Point-and-Shoot Digital Cameras

September 23, 2008

San Jose, CA and Cologne, Germany , Tuesday, September 23, 2008 – Continuing to push the capabilities of high performance CMOS image sensors, Aptina Imaging, today introduced its new 10-megapixel (part number MT9J001) sensor for digital still camera, digital video and hybrid camera applications. The sensor provides camera manufacturers with an easy to integrate, unique sensor that combines rapid image capture and superior image quality. The new 1.67-micron pixel sensor features 1/2.3" optical format, and a parallel/serial frame rate of 7.5fps (parallel) and 15fps (serial). It is the first 10MP CMOS image sensor for point-and-shoot digital cameras and the first product to integrate Aptina's High-Speed Serial Pixel Interface (HiSPi™). This high bandwidth serial interface is based upon the JEDEC SLVS signaling standard and enables faster data transfer rates (up to 2.8 Gbps). Aptina's new sensor features HiSPi™ and allows a camera to capture and process data in HD (1080p/60fps). Additionally, the new 10MP sensor is the first of Aptina's high performance sensors with digital re-sampling after binning. This re-sampling feature removes binning artifacts seen in 2x2 binned images and matches the distribution density of the original unbinned image. As a result of the extended binning capabilities of the sensor, camera users have a full field of view in HD, enhancing the overall end-user experience. Aptina's announcement comes as the Photokina 2008 international tradeshow in Cologne, Germany begins.

"Aptina CMOS technology is advancing rapidly, enabling us to create high performance camera products for our global customers," says Sandor Barna, Vice President of Marketing at Aptina. "Our new 10MP image sensor incorporates a unique 1.67-micron pixel format and a four-lane HiSPi™ serial data interface to achieve results unmatched by CCD technology such as 60 fps HD video capture at 1080p."

HiSPi™ is the High Speed Serial Pixel Interface developed and owned by Aptina Imaging. The open access, scalable technology enables 1080p/60 fps performance (and beyond) and has been adopted by many of Aptina's business partners to meet the challenges of high speed, low power consumption data transfer. HiSPi™ technology provides distinct benefits for users including open access to a performance focused interface, the ability to support 1080p/60fps today—4X the data rate of standard broadcast (DI)—and the scalability to accommodate higher data rates for the future. The MT9J001 10MP image sensor extends Aptina's portfolio of higher resolution products, providing increased image quality and HD video capture like the 5MP (MT9P001), 8MP (MT9E001), and 9MP (MT9N001). Samples will be available in 4Q08 and limited production begins in 1Q09.

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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