



Aptina Imaging 5MP Image Sensor Meeting Demand for Increased Image Quality

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San Jose, CA , Monday, August 18, 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 its new MT9P014 5MP image sensor. The MT9P014 was created to meet the needs of the dynamic, quality-focused mobile market. The new 2.2-micron pixel, 1/2.5 inch optical format sensor provides a number of features that enhance low light sensitivity, reduce pixel noise, enhance color fidelity and provide dynamic high light performance.

"The demand for good image quality pictures points to specific areas that improvements within image sensors can address," notes Venkat Puntambekar, Segment Marketing Director of Mobile Imaging. "Aptina is focusing on specific areas such as low light sensitivity, noise reduction, color fidelity and high light performance—critical elements for images taken with mobile applications like camera phones. Improvements in these areas have a dramatic impact on the final image quality, improving the end-user experience."

The MT9P014 is Aptina's third generation 2.2-micron pixel 5MP sensor. The improvements to this sensor provide results that go beyond Aptina's best-in-class 5MP MT9P001 which is currently integrated into camera centric high-end mobile phones. In addition to the excellent low light performance achieved by the sensor's 1/2.5 inch optical format, the color fidelity and high light performance results of the MT9P014 promote the sensor as a viable choice for various applications that include mobile phones, digital cameras, notebook computer cameras, and video camcorders.

Key Features and Improvements

Aptina's new 5MP sensor provides improved image quality, yet also extends key features like high frame rates. The sensor is HD video ready with specific improvements integrated that allow high quality video recording capabilities supporting up to 720p @ 60fps. Improvements also include ease in system integration specific to integrated lens shading correction, shutter support, and programmable controls. For designs requiring an image processor, the sensor interfaces with Aptina's new MT9S311 image processor for a simple integrated solution. The data output options include a high throughput 2-lane MIPI serial interface capable of 1500 Mbps or greater.

Availability

MT9P014 samples are presently available with mass production scheduled for the end of September 2008.

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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Contacts

Mark Wilson
Aptina Imaging
408-660-2298
markwilson@aplina.com