



Aptina Imaging Integrates Scalado Encoder Technology to Accelerate JPEG Performance Management

June 4, 2008

San Jose, California and Lund, Sweden , Wednesday, June 04, 2008 – Aptina Imaging, a division of Micron Technology, Inc. today announced that it will integrate Scalado SpeedTags™ technology into future mobile 3 MP and above multi-megapixel SOC designs. Scalado's technology will be included in Aptina's SOC sensors and assists in managing the larger files produced by the high resolution image sensor improving overall JPEG image handling performance. SOC's using the new technology will be used in mobile devices, such as camera phones and PDAs.

"Our mobile multi-megapixel image sensor customers benefit directly from the integration of Scalado's image handling technology in our SOC designs," says Sandor Barna, Vice President of Marketing for Aptina. "Incorporating SpeedTags into Aptina's mobile image sensor designs is an excellent example of how Aptina is designing-in key technologies to bring world-class image sensors to the market."

Implementation of SpeedTags into Aptina hardware supports the use of Scalado's CAPS™ imaging suite which is focused on providing enhanced functionality to cameraphones. The software's resulting increased performance and data handling capabilities improves the visual experience of viewing images on a mobile device.

"The Scalado-Aptina collaboration enables camera phones to deliver improved capturing, instant access to captured multi-megapixel images, unique user experience and JPEG handling performance by applications using the CAPS imaging suite, and eliminates shutter lag-time improving captured images," concluded, Fadi Abbas, VP Business Development at Scalado.

Accelerated multi-megapixel technology is driven by the end-user experience and the demand for high resolution, easy-to-use, problem-free cameras and cameraphones. Meeting this demand is challenging and requires attention at many levels.

"Combining CAPS technology with Aptina's multi-megapixel image sensors addresses the needs of end-users by improving the ability to handle and manage high resolution files" confirms Magnus Ingelsten, VP Marketing at Scalado.

Aptina designs its sensor solutions with the overall camera system in mind. "The imaging market is built on innovations that go beyond just a single component. By integrating features like Scalado's SpeedTags, we meet our design goal of improving the overall camera system as a whole," notes Venkat Puntambekar, Mobile Segment Director for Aptina.

About Aptina Imaging

Aptina Imaging, a division of Micron Technology, Inc., has long piloted the path of pixel performance in CMOS imaging, bringing high-quality picture and video capabilities to mobile phones, digital still cameras, security and surveillance cameras, PC cameras, automotive applications, and more. With its photographic eye and keen understanding of the opportunities for imaging technology, Aptina continues to drive innovation forward with its portfolio of camera solutions creating beautiful and accurate images for the world to see and share. 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.

About Scalado

Scalado AB is a Swedish imaging software development company that focuses on the wireless device industry. It provides mobile imaging software solutions that are powerful, scalable and modular for any camera phone. Its mission is to make imaging on mobile phones more efficient – bringing higher usability for end-users and cutting hardware costs for device manufacturers. With unique and patented software technologies, it is solving critical performance issues with less memory and CPU requirements.

Founded in 2000, Scalado has its head office in IDEON Research Park in Lund, Sweden. The company's principal shareholders are IVS A/S, Olicom A/S, Industrifonden, Teknoseed AB and the company's founders. For more information, please visit www.scalado.com.

SpeedTags is a trademark of Scalado AB. All other trademarks and registered trademarks are the property of their respective owners.

Aptina, the Aptina logo, Micron and the Micron orbit logo are trademarks of Micron Technology, Inc.

Related Links

[Micron Media Center](#)
[Aptina Imaging](#)

Contacts

Mark Wilson
Aptina Imaging
408-660-2298

markwilson@aptina.com
www.aptina.com

Matt Buckley
Aptina Imaging
408-660-2490
mbuckley@aptina.com
www.aptina.com

Andrew Ball
For Scalado AB
+44 (0)1483 537 890
andrewb@chazb.com
www.chazb.com

Fadi Abbas
Scalado AB
+46 733 118 222
fadi.abbas@scalado.com
www.scalado.com