



New Micron Imaging Solution Extends High-Definition Video Capabilities to Ultra-Compact Portable Devices

January 31, 2008 at 12:00 AM EST

BOISE, Idaho and LAS VEGAS , Thursday, January 31, 2008 – Expanding its portfolio of industry-leading high-definition (HD) digital imaging solutions, Micron Technology, Inc., today introduced a new imaging solution that enables ultra-compact HD digital video cameras for a number of portable devices including pocket camcorders, security systems and PC cameras. The announcement comes as the Photo Marketing Association today kicks off its annual event and tradeshow in Las Vegas.

The new DevCam HD solution is a ready-to-build reference design consisting of a Micron 1.6 megapixel (MP) image sensor (product number MT9M002) and a video processor (product number A2) from Ambarella, Inc., a leader in low-power, HD video compression and image processing semiconductors based in Santa Clara, Calif.

Micron has played a significant role in revolutionizing the way consumers capture and share pictures and video by pioneering imaging solutions for mobile phones, pocket cameras and notebook computers. For example, in 2007, Micron introduced two of the smallest HD CMOS sensors, the MT9M002 and MT9P401, that feature industry-leading 2.2µm DigitalClarity™ pixel technology and are capable of stunning 60 frames per second (fps) video. Along with the new DevCam HD solution, the company is now bringing these leading-edge HD sensor solutions to ultra-compact portable devices including video camcorders, embedded notebook cameras, video conferencing and home monitoring systems.

"High-definition displays and high-speed connectivity are becoming standard features in consumer devices like televisions, home theater system, computer monitors and notebook screens, and sharing and distributing HD content has also become a reality," said Suresh Venkatraman, Micron Imaging's director of consumer markets. "Recognizing these trends, Micron has been at the forefront of developing leading HD products. We are applying our expertise and pioneering research in HD and high-speed imaging to help create a richer viewing experience for consumers in a variety of pocket-sized portable devices."

The DevCam HD Solution

The high-speed imager and processor that make up the DevCam HD enable 720p (progressive) HD video capture at 60 fps. The design includes an HD fixed-focus lens — ideal for capturing impromptu HD video. The design materials list is also incredibly cost-efficient, enabling an impressive HD camcorder experience at a fraction of the cost compared to higher-end camcorders.

"Video sharing is certainly a cultural phenomenon today, and we are seeing HD displays increasingly prevalent in all consumer devices," said Venkatraman. "With small HD sensors and this new solution, we are bringing HD quality to cameras in portable devices and affordably priced ultra-compact camcorders for shooting video at the spur of the moment."

"The A2 platform exhibits advanced system integration, ultra low-power and excellent video processing with exceptional coding efficiency," said Didier LeGall, Executive Vice President of Ambarella. "Micron has been a strategic partner of Ambarella since day one. Together with Micron's state-of-the-art 1.6MP sensor and our industry leading A2 camera processor, DevCam HD delivers great quality video covering the range of H.264/AVC based HD camcorders from entry-level to high-end."

The new reference design is a production-ready solution that allows customers to bring their products to market that much faster. The solution, which comes complete with a PC software bundle for editing and sharing video footage, will be available in the second quarter of the year and could be used to introduce camcorders to the marketplace as early as this summer.

More on Micron Image Sensors

With its superior with Micron DigitalClarity image sensors, Micron is a leading supplier of CMOS image sensors in the technology industry today. The company's imaging technology can be found in a variety of applications from mobile phones and PC cameras to security and healthcare products. Micron offers several sensors for the DSC/DVC market. The company uses the technological advantages of CMOS and its advanced imaging pipeline to provide high frame rates at HD resolutions. Several Micron sensors can also provide quality still images, creating a compelling solution for hybrid cameras. See Micron's imaging product line for more details.

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.

Micron, the Micron orbit logo and DigitalClarity are trademarks of Micron Technology, Inc.. All other trademarks are the property of their respective owners.

This press release contains forward-looking statements regarding the production of the Micron DevCam HD solution. Actual events or results may differ materially from those contained in the forward-looking statements. Please refer to the documents the Company files on a consolidated basis from time to time with the Securities and Exchange Commission, specifically the Company's most recent Form 10-K and Form 10-Q. These documents contain and identify important factors that could cause the actual results for the Company on a consolidated basis to differ materially from those contained in our forward-looking statements (see Certain Factors). Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements. We are under no duty to update any of the forward-looking statements after the date of this press release to conform to actual results.

Related Links

[Micron Media Center](#)
[DevCam HD Solution](#)

Contacts

Daniel Francisco
Micron Technology, Inc.
(208) 368-5584
dfrancisco@micron.com