



Aptina and eASIC Announce High Definition H.264 Reference Design

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San Jose, CA, December 16, 2009—Aptina, a global provider of image sensor solutions and eASIC Corporation, today announced the immediate availability of a H.264 High Definition (HD) reference design that is capable of supporting up to 720p/30fps rates. The new HD reference design is aimed at enabling, and simplifying the development for a new class of low-cost HD applications and making low-cost HD solutions available for the masses. Applications include low-cost HD camcorders, baby monitors, public transportation, wireless surveillance, medical and industrial/automotive vision systems.

The HD H.264 reference design is built using Aptina's MT9D131 HD image sensor with eASIC's eDV9200 low cost HD H.264 CODEC. The reference design enables video capture, H.264 compression and decompression, streaming of compressed AV streams through SPI or USB2.0, storage of compressed video and audio on a Secure Digital (SD) storage card, and decompression and playback on to LCD display or through a DVI interface.

"eASIC's eDV9200 is a powerful little CODEC that is poised to accelerate the adoption of HD in a wide variety of applications," said David Zimpfer, Vice President and General Manager, Automotive and Industrial Business Unit at Aptina. "Through delivering a versatile platform for rapid, cost-effective system development, this new reference design will foster the rapid adoption of Aptina and eASIC technology in many applications currently untouched by HD."

"We want to make the development of HD applications, low cost, accessible and simple for anyone," said Jasbinder Bhoot, Vice President of Worldwide Marketing at eASIC Corporation. "Aptina's MT9D131 HD image sensor made it very easy for us to develop a reference design platform that helps our customers get to market quickly with their innovations."

Reference Design Contents

The H.264 HD reference design includes the following:

- One eASIC eDVR92 development board
- One Aptina MT9D131 HD CMOS image sensor panel with built-in ISP. The MT9D131 image sensor with its 2.0 megapixel resolution, 1/3.2 optical format, and integrated advanced camera system with numerous automated functions.
- Documentation CD including user guide, schematic diagrams, Gerber files, API

Pricing and Availability

The eDVR92-based H.264 HD reference design is available now from eASIC. Pricing for the eDV9200 CODEC IC starts at \$4.95 in high volume. Learn more at www.easic.com/ediveo

About Aptina

Aptina is a global provider of CMOS image sensor solutions with a growing portfolio of products that can be found in all of the leading mobile phone and notebook computer brands. Aptina also offers a wide range of products for digital and video cameras, surveillance, medical, automotive and industrial applications, video conferencing, barcode scanners, toys and gaming. Aptina continually drives innovation in the market as seen with the introduction of the first 10MP CMOS image sensor for point-and-shoot cameras (MT9J003), and the industry's first 5MP SOC with 1/4" format (MT9P111). For additional information on Aptina, visit www.aplina.com.

About eASIC

eASIC is a fabless semiconductor company offering breakthrough NEW ASIC devices aimed at dramatically reducing the overall cost and time-to-production of customized semiconductor devices. Low-cost, high-performance and fast-turn ASIC and System-on-Chip designs are enabled through patented technology utilizing Via-layer customizable routing. This innovative fabric allows eASIC to offer a new generation of ASICs with significantly lower up-front costs than traditional ASICs.

Privately held eASIC Corporation is headquartered in Santa Clara, California. Investors include Khosla Ventures, Kleiner Perkins Caufield and Byers (KPCB), Crescendo Ventures, Advanced Equities Incorporated and Evergreen Partners. For more information on eASIC please visit www.eASIC.com.

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