



Aptina Boosts Mobile Product Portfolio with HD Video Solutions

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San Jose, CA, February 15, 2010 —Barcelona, Spain – February 15, 2010 – Aptina, the leading innovator of CMOS imaging technology, announced today that recent technology advances in addition to the recently released 14-megapixel 1080p60 MT9F011 have enhanced its portfolio of HD video enabled mobile products. This portfolio of products meets the needs of Aptina's customers who are looking for best-in-class still and video CMOS imaging solutions to integrate into their mobile camera designs.

The ability to capture HD video with the mobile camera is becoming increasingly important for upcoming mobile users. "The penetration of HD video in the mobile handset market is greatly increasing over the next few years as it becomes more important to mobile customers. For 2010, we project 3% of all camera phones to have HD video with this number growing to 25% in 2012," said Tetsuo Omori, Senior Analyst with Techno System Research Co.

HD video for mobile has unique challenges that have dependencies across all aspects of the camera system that include the optics, pixel, sensor architecture and image processing. Key issues are a video induced noise profile, pixel low-light performance, image stabilization and other camera system related issues.

Each of Aptina's video-enabled mobile products takes into account the requirements of mobile HD video to optimize the pixel, sensor architecture, and complete video pipeline to deliver a hybrid camera solution for the best still and HD video performance.

Technology advances that extend and enhance Aptina's HD video offerings are attributed to key elements within the sensor design, the image processing pipeline and the camera system. The focus for sensor design is on pixel performance and architecture, specifically low-light sensitivity and structured noise reduction. In terms of advanced image processing, Aptina achieves a high level of performance by applying advanced video denoising technologies, extending frame-by-frame analytics and by providing multiple video scaler options. Finally, system efficiencies are addressed with advanced zoom control, reduced system latencies and power efficiency.

"We're excited about the outstanding performance achieved with Aptina's portfolio of HD video-enabled mobile products. With the recent addition of our 14-megapixel 1080p60 sensor we extend our complete offering of video products from VGA all the way to 14-megapixel with full HD," said Farshid Sabet, Vice President and General Manager of Aptina's Mobile, PC Gaming Business Unit. "Small handheld video camcorders and smart phones are paving the road to success for video in the mobile market. Aptina provides the HD video experience consumers are demanding, and Aptina's easy-to-integrate, video solutions ensure our customers stand out in a video-centric world."

Aptina's portfolio of HD video solutions for the mobile market will be presented, by appointment only, at this year's World Mobile Congress™ February 15-18, 2010, in Barcelona, Spain.

About Aptina

Aptina is a global provider of CMOS imaging solutions with a growing portfolio of products that can be found in all leading mobile phone and notebook computer brands as well as a wide range of products for digital and video cameras, surveillance, medical, automotive and industrial applications, video conferencing, barcode scanners, toys, and gaming. Aptina enables Imaging Everywhere™ and continually drives innovation in the market as seen with the introduction of the first 14MP CMOS image sensor for point-and-shoot/hybrid cameras (MT9F001), and the industry's first 5MP SOC with ¼" format (MT9P111). Aptina is a privately held company with investors that include Riverwood Capital, TPG Capital and Micron Technology. For additional information on Aptina, visit www.apgina.com.

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