



Aptina Named Golden Mousetrap Finalist by Design News

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San Jose, CA, April 13, 2010 —Aptina is pleased to announce that its MT9M033 High Dynamic Range (HDR) megapixel image sensor has been named a finalist in the *Design News* Golden Mousetrap Best Products contest. For more than two decades, *Design News* has recognized engineering innovation and creativity in product design. This year, the Golden Mousetrap awards were given in four major categories: Electronics, Motion Control/Automation, Hardware/Software, Materials/Fastening/Joining/Assembly, and several subcategories. *Design News* editors gathered a record number of entries and, based on their expertise in each technology area, painstakingly selected the finalists.

"*Design News* congratulates the finalists of the 2010 Golden Mousetrap Awards for the great work they've done to develop new and innovative products for design engineers," said Jennifer Roy, Managing Editor for *Design News*. "These products, as always, showcase the highly imaginative ways that today's engineers are 'building a better mousetrap,' and we thank them for their contributions."

"We are honored to be recognized as a finalist for Design News' Golden Mousetrap awards," said David Zimpfer, Vice President and General Manager of Aptina's Automotive & Industrial Business Unit. "Historically, megapixel sensors could provide high dynamic range or low-light sensitivity, but not both. With our MT9M033 sensor, designers no longer need to compromise when creating a High Definition camera."

Designed with Aptina's patented Dual Conversion Gain (DCG) technology and multi-exposure HDR imaging techniques, the new MT9M033 megapixel sensor uniquely offers both HDR and excellent low light sensitivity. DCG technology allows programmable conversion gain adjustment globally across all pixels to match the overall light level in the scene automatically in day or night mode. Surveillance cameras, camcorders, and video conferencing systems can integrate the MT9M033 for capturing detail-rich HD video anywhere without the constraints posed by challenging low light or adverse HDR conditions.

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 and hybrid cameras (MT9F001), and the industry's first 5MP SOC with 1/4" 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.aplina.com.

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