

ADVASENSE SUCCESSFULLY DEVELOPS 1.4-MICRON PIXEL FOR CMOS IMAGE SENSORS

5 MEGAPIXELS, QUARTER-INCH OPTICAL FORMAT IMAGER USING 1.4um PIXELS - "ASIO5" - WILL BE SAMPLED TO SELECTED CUSTOMERS IN Q4 2008

RA'ANANA, ISRAEL – SEPTEMBER 15, 2008 - Advasense Technologies Ltd., a leading provider of CMOS image sensor products for the cameraphone mass market, announced today the successful development of a high performing 1.4-micron ("1.4um") pixel for the company's flagship **ASIO™** product line. The sensor array of 1.4um pixels is incorporated into the ASIO5 – a 5 megapixel, quarter-inch optical format CMOS Image Sensor (CIS).

Mobile phone manufacturers are demanding increased image sensor quality and higher resolutions, while keeping the same physical dimensions for the image sensor. As a result, smaller pixel sizes, with inherent light sensitivity and dynamic range issues, are being developed to enable higher resolutions. Advasense's patented **Feedback Controlled Pixel™** ("FCP™") technology overcomes three key challenges associated with ensuring high picture quality using small pixels, to enable vivid, colorful images:

- ✓ **True Dynamic Range™** – enables significantly enhanced low-light performance while preventing over-saturation of bright objects in the same frame, giving richer, sharper images of real world scenes with a dynamic range of more than 70dB.
- ✓ **On-Chip True Image Stabilization™** - enables longer exposure times by correcting for hand movement ("shaking"), generating sharper images in low light conditions
- ✓ **True Colors** - significant red-color crosstalk reduction with higher red quantum efficiency ("QE") for vivid colorful images.

"Advasense is focused on responding to the increasing demand for higher image resolutions in cameraphones, by providing high image quality CIS products in small form factor," said Arie Gavriely, Director of Marketing and Business Development at Advasense. "The 1.4um pixel opens up a new generation of CIS products that maintain high picture quality in higher image resolution cameras in the same form factor of the previous generation. This will enable successful deployment of 5 megapixel cameras in mainstream, ever thinner mobile phones."



Advasense will be sampling the ASIO5 (5 megapixel quarter-inch optical format CIS) to selected customers in Q4 2008.

About the Technology

Advasense's proprietary FCP technology enables Advasense to use deep photodiodes, which result in full well capacity ("FWC") that is comparable with, or better than the capacity of 2.8 - 3.2um pixels. This makes Advasense's FWC around 3-4 times higher than standard industry capabilities for 1.4um FWC. The high red QE is also due to the properties of the deep photodiodes used by Advasense. The FCP enables Advasense to improve the pixel performance significantly because charge transfers and fully pinned photodiodes are not required. The True Image Stabilization is using the pixel array as a memory array to compensate for inadvertent hand motions.

Advasense's roadmap includes future development of smaller pixels of 1.1um and 0.9um enabling higher megapixel resolutions to be deployed using the same area.

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About Advasense

Advasense is a privately held fabless semiconductor company that provides high image quality high image resolutions CIS products to the mobile phone market. Advasense's patented Feedback Controlled Pixel (FCP) technology enables True Dynamic Range™, On-Chip True Image Stabilization™ and True Colors, which address the major challenges associated with ensuring high picture quality using small pixels, enabling vivid, colorful images in a broad array of natural and artificial light scenarios. For additional information about Advasense, please visit: www.advasense.com.

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