



OVERVIEW

Advasense develops innovative CMOS Image Sensor (CIS) products, targeting the cameraphone mass market. Cameraphones equipped with our CIS products provide users with the experience of Digital Still Camera (DSC) image quality for all lighting conditions in a mobile phone form factor.

The CIS products are designed to address camera phone specific market needs, using very small pixels to increase image resolution from the same die size. Advasense's breakthrough, patented Feedback Controlled Pixel (FCP™) technology, achieves better image quality (with True Colors), higher dynamic range (True Dynamic Range) and significantly improves low-light sensitivity. The On Chip True Image Stabilization enables better low light imaging by eliminating blurry images due to hand shake.

Advasense's select team of skilled and experienced professionals makes Advasense a best-of-breed CIS development and manufacturing organization. The management team is comprised of highly experienced executives with many years of experience and proven track records in developing and commercializing consumer electronic silicon products.

Advasense is a privately held fabless semiconductor company.



MANAGEMENT

Gideon Barak, Co-Founder and Chairman of the Board

Mr. Gideon Barak is a board member of several other technology companies in the software and networking sectors. Mr. Barak has over 20 years of experience in the wireless and technology industries, and has held leading positions in a number of companies including co-founder and CEO of DSP Communications (NASDAQ: DSPC), acquired by Intel in 1999 for \$1.6 billion, and Founder and Chairman of Envara and Butterfly VLSI, acquired by Intel and Texas Instruments in 2004 and 2000, respectively.

Mr. Barak was also a board member of Modem Art, a WCDMA baseband chipset developer, acquired by Agere in 2005, WIDCOMM, a Bluetooth protocol stack developer, acquired by Broadcom in 2004, and RF Waves, a wireless chipset provider, acquired by Vishay in 2004

Naftaly Sharir - CEO

Mr. Sharir has over 20 years of extensive business and technical experience in the DSP, Audio, Video, VLSI, Avionics and Residential Gateway markets. Mr. Sharir's rich career in video, wireless, mobile and multimedia began at IBM Research Labs where he led the multimedia group pioneering VoIP. Following this Mr. Sharir served as VP R&D at VDOnet, a pioneer of video over TCP/IP networks; VP R&D at Zapex Research, developers of a MPEG1 encoder chip for video surveillance and PVR markets in the Far East; and CEO of Emblaze Research Ltd. (now part of Zoran Mobile) establishing Emblaze as a leader in the emerging Mobile Multimedia market. From 2003 to 2004 Mr. Sharir served as CEO of Electronics-Line 3000 Ltd., a leader in residential wireless security systems pioneering a residential security system with two-way TCP/IP connection. Electronics-Line 3000 (EL3K) is listed on the Frankfurt Stock Exchange and has an annual turnover of ~37M\$.

Mr. Sharir is a partner, board member and one of the founders of Alango, a technology company based in Haifa and St. Petersburg, Russia. Alango develops technologies and turnkey solutions in speech, music and other audio signal processing, biomedical signal processing, and algorithms and software for data analysis and analytical instruments.

Mr. Sharir holds a B.Sc. (Cum Laude), from the Technion Institute of Technology, Haifa, Israel.

Vladimir Koifman – Co-Founder and CTO

Vladimir Koifman has over 20 years of experience in VLSI industry. He brings to Advasense technical leadership in analog chip design, mixed signal chip/system architecture and electro-optic device development. Prior to co-founding Advasense Mr. Koifman co-established the AMCC analog design center in Israel and led the analog design group for three years. Before AMCC, Mr. Koifman worked for 10 years in Motorola Semiconductor Israel (Freescale) managing an analog design group.

Mr. Koifman holds B.S. and M.S. degrees in Electronics and Electro-Optics from the Institute of Radio Engineering, Electronics and Automation, Moscow, Russia.

Mr. Koifman has 41 granted patents and several papers.



Erez Sperling – VP R&D

Mr. Sperling has 20 years of vast technical experience in the VLSI, Signal processing, Video, Audio, SOC architecture, 3D graphics and communication.

Mr. Sperling's rich career in VLSI began at INTEL where he led CAE pioneering projects in the domains of Formal Verification & DFT. Later on, Mr. Sperling was a key member of the Pentium-MMX design team.

Mr. Sperling was one of the founders & director of Algorithms & SW & Verification at Zapex Research, developers of MPEG-1 & MPEG-2 A/V encoder chip for video surveillance. Mr. Sperling was one of the founders and director of VLSI of Mobilian Ltd., a wireless Mix Signal LAN & Bluetooth company.

Mr. Sperling served as director of Architecture, Algorithms & VLSI at Emblaze Semiconductor Ltd. (now part of Zoran Mobile) and had a key contribution to establishing Zoran as a leader in the emerging Mobile Multimedia market.

Mr. Sperling holds a B.Sc. (Cum Laude), from the Technion Institute of Technology, Haifa, Israel.

Arie Gavriely – Director of Marketing, Technical Marketing and Business Development

Arie Gavriely brings to Advasense over 20 years of extensive marketing and engineering expertise in consumer electronics and the commercialization of consumer electronics products.

Before joining Advasense, Mr. Gavriely served as VP of Marketing at TransChip, (Acquired by Samsung) a CMOS Image Sensor vendor.

Mr. Gavriely was also a founding member of Nogatech (NASDAQ: NGTC) a digital video connectivity chips provider, where he had worked for seven years in various engineering, product marketing and management positions, ultimately serving as VP Engineering and officer. Nogatech was acquired by Zoran Corporation in October 2000 where

Mr. Gavriely had subsequently been appointed Director of Marketing and Applications. Mr. Gavriely previously worked in DSPG Ltd. image processing group as a senior engineer, and has developed several image processing and compression algorithms for consumer applications. Prior to DSPG he served in various engineering positions in the Israeli Defense Forces (IDF) elite technology unit.

Mr. Gavriely received both his B.Sc. (Cum Laude) and a M.Sc. in Electrical Engineering from the Technion - Israel Institute of Technology and his MBA (Cum Laude) from IDC, Israel.



Ari (Ricardo) Jaliff - VP VLSI Operations

Ari Jaliff has over 20 years of experience in the VLSI industry, including VLSI design and manufacturing operations. Mr. Jaliff most recently served as Director of Manufacturing at Adimos Systems Ltd., where he managed the NPI and the manufacturing activities. Prior to Adimos he served as Director of Manufacturing at TransChip Israel Ltd. a CMOS Image Sensor vendor.

Mr. Jaliff worked almost 15 years in Zoran Microelectronics Ltd., holding various managing positions. In his last position as Director of Manufacturing he managed Zoran corporation manufacturing operations. During his career he established the manufacturing services at AVBA Ltd. and served as VP Operations at ITH (Israeli Test House) Ltd.

Mr. Jaliff holds a B.Sc. degree in Electrical Engineering from the Technion Institute of Technology, Haifa, Israel.

Alon Carmely - Director of Finance

Mr. Alon Carmely has over 10 years of finance management expertise in the VLSI fabless industry. Prior to Advasense, Mr. Carmely served as Controller and Director of Finance at Siano Mobile Silicon Ltd. (Mobile DTV chip vendor), and Emblaze Semiconductor Ltd. (Mobile application processors vendor, which was acquired by Zoran Inc.). Mr. Carmely started his career at E&Y Israel as a senior auditor in several industrial and finance companies.

Mr. Carmely is a CPA (Israel) and is graduating towards a law degree (LLB).