



ADVASENSE COOPERATES WITH CREATIVE SENSOR INC. TO DELIVER WORLD'S SMALLEST 5MP AUTO FOCUS CAMERA MODULE FOR MOBILE PHONES

*5 MEGAPIXEL, QUARTER-INCH FORMAT ASIO5 IMAGER TO BE DEMONSTRATED AT
MOBILE WORLD CONGRESS 2009*

RA'ANANA, ISRAEL – FEBRUARY 9, 2009 - Advasense Technologies Ltd., a leading provider of CMOS image sensor products for the cameraphone mass market, announced today that the company is working with Creative Sensor Inc., ("CSI") [TSEC: 8249], a leading manufacturer of contact image sensor modules, to create the world's smallest 5-megapixel autofocus Compact Camera Module ("CCM") for the mobile phone mass market. Advasense's ASIO5™ – a 5-megapixel, quarter-inch optical format, 1.4u FCP™ CMOS Image Sensor (CIS) is incorporated into the CSI autofocus CCM, measuring just 8.3mm x 8.3mm.

Advasense will be demonstrating the ASIO5 imager at **Mobile World Congress 2009** in Barcelona, 16-18 February.

"CSI has had extensive market success in creating robust, packaged imaging products for many years," commented Kevin Yang, Director of Marketing & Logistic Division at Creative Sensor, Inc. "Utilizing Advasense's ASIO5 CIS enables us to offer high quality autofocus 5Mpixel CCM functionality to our customer base, for cost-effective and rapid incorporation into the latest mobile phone designs."

"Increasingly challenging demands from the market are requiring higher image resolutions from even smaller imager dimensions," said Arie Gavriely, director of marketing and business development for Advasense. "CSI has enabled a smaller, more robust package, providing a compelling proposition for handset manufacturers looking to deliver exceptional image quality from camera-enabled mobile devices."

As a result of tremendous size constraints on mobile phone imager footprints, smaller pixel sizes, with inherent light sensitivity and dynamic range issues, are being developed to enable those higher resolutions, but with corresponding degradations in image quality. Advasense's FCP™ - Feedback Controlled Pixel - maintains high performing, yet smaller pixels with True Dynamic Range, True Colors and On Chip True Image Stabilization.

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About Advasense

Advasense is a privately held fabless semiconductor company that provides high quality, high resolution CIS products to the mobile phone market. Advasense's patented Feedback Controlled Pixel (FCP) technology advances image quality. For more information, please visit <http://www.advasense.com>.

About Creative Sensor, Inc.

Creative Sensor Inc. is a publicly traded Taiwanese [TSEC:8249] professional manufacturer of color contact image sensor modules for imaging applications. For more information, please visit <http://www.csi-sensor.com.tw/default.htm>.

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