



## **Advasense has successfully developed a 3 Mpixel CIS based on its patented 4T FCP technology, followed by round B1 fundraising**

Ra'anana, Israel – November 21, 2007 – Advasense Inc., a privately held fabless semiconductor company, today announced the completion of its B1 round of financing. CIDC, a leading Taiwan-based venture capital fund, invested in the round jointly with existing investors Genesis Partners, Giza Venture Capital, BlueRun Ventures (BRV) and VnetureTech Alliance. The capital raised in this round will assist the company in accelerating development of its 5Mpixel 1/4" CIS (CMOS Image Sensor) product.

Advasense has proven that its innovative 4T FCP (Feedback Controlled Pixel) technology works in its 1<sup>st</sup> silicon of a 3Mpixel CIS. The pixel size is 2.2u using design rules of 0.18u process.

Advasense's patented technology enables the production of high-performing, high image resolution imagers with small pixels at a competitive price. The CIS products include on chip Image Stabilization that uses the pixel array as a memory, providing sharper images in low lighting situations and subsequently enhancing the user's experience.

"Innovation that leads to better image quality at a competitive price is a must for a fabless company that paves its way into well established market" said Dr. Edward Chang, CIDC President. "We decided to invest in Advasense, because it has proved that its unique CIS technology is working" added Dr. Chang.

"We see a lot of added value in having CIDC with us, given its strong industry connections in Taiwan and long history of investments in the semiconductor industry," said Naftaly Sharir, Advasense CEO. "We are sure that CIDC will contribute much to Advasense success in the CIS market".

For more information about Advasense please visit: [www.advasense.com](http://www.advasense.com)

### **About Genesis Partners**

Genesis Partners is a leading Israeli venture capital firm focused on early stage companies in the information and communication technology (ICT) sectors. Established in 1996, Genesis Partners manages over \$500 million in capital commitments across three funds, and has made over 70 investments with 25 successful exits. Genesis Partners has strong ties to the Israeli entrepreneurial community and the global technology industry, and a strong team of venture professionals with extensive experience in venture capital, technology, operations and entrepreneurship. For more information, visit [www.genesispartners.com](http://www.genesispartners.com).

### **About BlueRun Ventures**

Launched in 1998, BlueRun Ventures is a leading early stage venture capital fund. BlueRun Ventures' proven approach is to invest globally as a single fund in best-of-breed technologies and teams with the drive and ability to build leading global companies. BlueRun Ventures is headquartered in Menlo Park, California, with offices in Helsinki, Herzelia (Israel), Mumbai, Seoul, and Shanghai. For more information, visit [www.brvc.com](http://www.brvc.com).

**About Giza Venture Capital**

Founded in 1992, Giza Venture Capital manages four funds with a total of \$500 Million. Giza has invested in 82 seed and early stages companies, in the sectors of Communication, Semiconductors, Information Technology and Life Sciences, with 29 exits to date. Giza is known for its professional expertise and extensive management experience, and is supported by leading international investors from the USA, Europe, Asia and Israel. For more information, visit [www.gizavc.com](http://www.gizavc.com)

**About VentureTech Alliance**

VentureTech Alliance was formed in March 2001 as a venture investment management company focused on early stage investment in companies in the semiconductor industry and other related technologies. VentureTech now has three funds totaling \$165M under management. VentureTech has a corporate strategic partnership with TSMC.

VentureTech is dedicated to facilitating the growth and success of world-class high technology companies. While VentureTech's major focus is on early stage companies in the fabless semiconductor industry, and other related technologies, our strategic objectives are much broader. VentureTech is looking for companies that have potential long-term synergy and impact in the overall semiconductor market. For more information, visit [www.vtalliance.com](http://www.vtalliance.com).

**About CIDC**

Formally established in 1988, CIDC draws on years of experience in the high-tech business, and is a well-known venture capital firm in Taiwan with five funds totaling over \$180M under management. Besides providing capital, CIDC is engaged in offering management consulting services, facilitating investment-related technology cooperation, and providing business intelligence to its portfolio as well as venture capital community. Over the past 19 years, CIDC has invested in 300 domestic and foreign companies and consistently deliver double-digit return to its shareholders including some of the most respectable corporations in Taiwan. For more information, visit [www.cidc.com.tw](http://www.cidc.com.tw).

**Contact:** Keren Tal-Bareket, Tel: +972-77-66-77-166, e-mail: [info@advasense.com](mailto:info@advasense.com)