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FOR IMMEDIATE RELEASE

APTINA NOMINATED FOR EDN INNOVATION OF THE YEAR AWARD

High Dynamic Range HD Image Sensor Selected for Prestigious Industry Recognition

San Jose, Calif., March 2, 2010 — Aptina announced today that its MT9M033 High Definition (HD) megapixel image sensor has been named a finalist in this year's EDN Innovation Awards. Selected from hundreds of applicants, the MT9M033 image sensor is recognized for its unique ability to offer both advanced High Dynamic Range (HDR) and excellent low light sensitivity at 60 frames per second. With this innovation, camera designers no longer need to compromise between performance, HDR, and low-light sensitivity to create a true HD camera.

“We are honored that the MT9M033 was selected as a finalist for Innovation of the Year in the Sensor category,” said David Orton, Chief Executive Officer at Aptina. “As the leading innovator of CMOS imaging technology, products like the MT9M033 demonstrate our commitment to providing our customers with the pixel performance, sensor functionality and camera system technology that moves their markets forward.”

Voting Now Open for EDN Awards

EDN's exclusive awards program is dedicated to honoring truly outstanding and innovative engineering products in the electronics industry. A panel of EDN technical editors selected Aptina's MT9M033 image sensor from hundreds of entries. Between February 18 and March 19, EDN's worldwide readers will use an online ballot (http://www.edn.com/survey.asp?layout=survey&survey_id=1490001549) via the publication's web site to select the ultimate winners from among these finalists.

Winners will be announced at an awards banquet on April 26 in San Jose, Calif.

Aptina's Unique MT9M033 Image Sensor

Historically, megapixel sensors could provide HDR or excellent low light sensitivity, but not both. With recent sensor developments from Aptina, camera designers no longer need to compromise between HDR performance and low-light sensitivity to create a true HD camera. Designed with Aptina's patented Dual

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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 with the MT9M033-enabled camera 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/ hybrid cameras (MT9F001), and the industry's first 5MP SOC with ¼" 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.apgina.com.

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