For Immediate Release

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AltaSens Begins Ramping Production on the World's Highest Performance CMOS Image Sensor

AltaSens' 3570 Drives the Transition from CCD to CMOS in Broadcast and Professional Imaging Applications

Thousand Oaks, CA, Dec 18, 2006 – Imaging sensor pioneer AltaSens, Inc., today announced production availability of its 2/3-inch ProCamHD™ 3570 CMOS sensor for deployment in the latest high definition broadcast and professional camera market. Unlike commonly used CCDs, the 3570 CMOS sensor is a highly flexible multi-format imaging device that delivers the lowest power and highest performance.

The 3570's multi-format capability is supported without compromising key performance aspects and thus enables worldwide global deployment. In addition to natively generating progressive images at up to 72p with full 1920x1080 and up to 120p with 1280x720, it can generate NTSC or PAL images at double resolution and HD-interlaced images at 1920x1080. The resulting camera section is more compact with lower power and less heat. Another key benefit of the 3570 imaging system-on-chip (iSoC) is its 14-bit signal processing data path and its noise-reducing tapered reset technology.

"CMOS imaging is the future of broadcast," says Naoki Kashimura, General Manager of Ikegami's Global Marketing. "Our collaboration with AltaSens allows us to be at the forefront of CMOS imaging in the demanding HD broadcast market." Mr. Kashimura added, "We have been developing several end-to-end digital CMOS HDTV camera models using this new sensor technology with its multi-format capability and low power consumption. We look forward to ramping deliveries very soon."

Giuseppe Rossi, AltaSens Vice President of Technology, commented, "We are pleased to offer for general availability the ProCamHD™ 3570 CMOS sensor, which serves as the ultimate benchmark for leading high-end imaging applications such as Ikegami's portfolio of broadcast and professional cameras. Our continued collaboration with Ikegami will benefit all our ProCamHD™ customers, no matter their application."

AltaSens is supporting 3570 sensor evaluation and initial setup via a comprehensive evaluation kit and AltaSens' ProCEED™ Software Package. The evaluation kit comes with Megapixel-quality lens, cabling, and frame capture board for use in a PC. The ProCEED™ software

simplifies sensor programming while enabling real-time PC-based imaging and extensive sensor characterization.

About AltaSens

AltaSens, Inc. is the premier supplier of high performance CMOS image sensors for the emerging world of high definition video. Headquartered in Thousand Oaks, California, AltaSens ProCamHD image sensors are used worldwide in a diverse range of imaging applications. AltaSens' high definition system-on-chip CMOS video image sensors exceed industry expectations by delivering a technology that enables lower noise, lower power consumption, higher sensitivity, higher frame rate, and higher dynamic range at a cost effective solution. For more information about AltaSens, Inc. and ProCamHD image sensors, visit **www.AltaSens.com**.

About Ikegami

Ikegami Electronics (U.S.A.), Inc. is a leading supplier of professional broadcasting products in the Western Hemisphere. With U.S. offices in New Jersey, California, Florida, Texas, and Illinois, the Ikegami name is recognized worldwide for its state-of-the-art television cameras, closed circuit TV equipment, video and computer display monitors, industrial power supplies, and medical camera systems. Ikegami's universal High Definition TV cameras have been widely accepted by the broadcast industry as it continues the transition to the High Definition Television Format.

Ikegami—"Tapeless Wireless Seamless"

For more information and the location of the Regional Office nearest you, call Ikegami's Maywood NJ headquarters at 201-368-9171 or visit **www.Ikegami.com** or **editcam.ikegami.com**.

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