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Contact:

Ai Yokoyama
Office tel. +1 650.934.8272
ayokoyama@altasens.com

AltaSens Ramps Production of AltaChrome™ A5262-4T Multiformat HD Image Sensor for Hitachi Blu-ray Disc™ Camcorder

Thousand Oaks, CA, August 2, 2007 – Imaging sensor pioneer AltaSens, Inc., today announced production ramp-up of its AltaChrome A5262-4T five-megapixel multiformat HD sensor in support of Hitachi's groundbreaking HD camcorder, which contains the world's first Blu-ray Disc (BD/DVD) drive. The A5262-4T delivers 12 bits or more at 180-MHz video rate, in formats from 1/2.8-inch (full-resolution) to 1/4-inch (1920x1080/60 Hz), and produces seamless high-definition video and high-resolution still photographs.

Mr. Takahiro Nakano, General Manager of Hitachi's DVD Camera Engineering group, remarked that "Hitachi has recently developed several core technologies for producing HD camcorders with optical storage that are attractive to the widest range of knowledgeable consumers. These technologies include our high-quality audio/video codec LSI, dual-mode (HD/still) image processing LSI, and a compact 8-cm BD/DVD drive, which is not only the world's first such drive but also consumes very little power. In close partnership with AltaSens, we are also pleased to deploy a high-quality CMOS sensor."

"We are extremely honored to ramp production in tandem with Hitachi on these milestone products," added Patrick Quinn, AltaSens Chairman and CEO. "Our A5262-4T sensor is fully utilized by Hitachi's leading-edge technology to optimize the image quality of their dual-use HD camcorders. The synergy of the four core technologies that are tightly integrated in the Blu-ray Disc HD camcorder significantly raises the value bar for all digital cameras."

The A5262-4T sensor is the second of three new HD imaging System-on-Chip (iSoC) sensors from AltaSens delivering a minimum of 12 bits of image data at the highest available frame rates, supported by the industry's deepest image-processing depth of 20 bits. In addition to full-resolution HD video at 60 Hz, 4.5-megapixel still images can be snapped at a breathtaking 30 frames per second. While all AltaChrome iSoCs leverage AltaSens' low-noise architecture and IBM's advanced CMOS image sensor process technology, the A5262-4T also takes advantage of Hitachi's camera LSI and BD/DVD expertise to capture full HD video and high-quality photos with the speed and spontaneity that nature and human emotions demand.

AltaChrome A5262-4T evaluation kits and samples are available now.

About AltaSens

With headquarters in Thousand Oaks, California, AltaSens, Inc. is the premier supplier of high performance CMOS image sensors for the emerging world of high definition video. The AltaChrome™ and ProCamHD™ families of image sensors are used worldwide in a diverse range of imaging products spanning such markets as broadcast/professional, camcorder, videoconferencing, telepresence, medical, machine vision, and surveillance. AltaSens' HD imaging system-on-chip CMOS video sensors deliver a technology that enables lower noise, lower power consumption, higher sensitivity, higher frame rate, and higher dynamic range in a cost-effective solution. For more information, visit www.AltaSens.com.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen ($86.8 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's website at http://www.hitachi.com.

About IBM

For more than 40 years, IBM has been at the forefront of technology innovation in semiconductor solutions, transforming semiconductor design and manufacturing with world-renowned research and development breakthroughs. With state-of-the-art fabs and pioneering advances such as copper on-chip wiring, multicore processor integration, silicon-on-insulator and high-speed silicon germanium technologies, IBM provides clients with a comprehensive suite of sophisticated semiconductor products and services. IBM's semiconductor technology can be found in almost every category of electronic equipment, from consumer electronic devices to the some of the world's fastest supercomputers. For more information, visit ibm.com/technology.

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