



## Silicon Image Introduces New 18 Megapixel Camera Processor IP Core

### *camerlC IP Core Enables Advanced Image Signal Processor Functions for Mobile Phones and Netbooks*

SUNNYVALE, Calif., Oct 12, 2009 (BUSINESS WIRE) -- Silicon Image, Inc. (NASDAQ: SIMG), a leader in semiconductors and intellectual property (IP) for the secure distribution, presentation and storage of high-definition (HD) content, today introduced the camerlC-18, the newest member of its family of camerlC camera processor IP cores. With its high-quality 18 megapixel (MP) image signal processing (ISP) technology, the camerlC-18 is targeted for integration into digital still camera (DSC) and video System-on-a-Chip (SoC) application processors for mobile devices such as cell phones, portable multimedia players (PMPs) and netbooks.

Silicon Image's family of camerlC IP cores offers a cost-effective and power efficient design while placing high-performance DSC features in the hands of mobile device users. The camerlC-18 supports resolutions ranging from 5MP to 18MP, all in a single low-cost/low-power design. To effectively deliver resolutions above 12MP, the camerlC-18 IP core now includes sophisticated bad pixel detection/correction and noise reduction techniques to ensure image quality even when combined with the lower cost, high-resolution CMOS sensors commonly found in mobile devices. The camerlC-18 IP core also supports wide dynamic range processing and digital image stabilization along with an extensive set of standard features including lens shade correction, auto focus measurement, auto white balance and auto exposure support by brightness measurement.

By 2013, over 95 percent of mobile phones will have an integrated digital camera, and by 2013, over 25 percent of smartphones will support 5MP or higher resolution cameras.\*

"Mobile phone cameras of increasing resolution are becoming pervasive throughout the market," said Will Strauss, principal analyst with Forward Concepts. "It's just a matter of time before the feature sets commonly found in DSCs will be integrated into mobile devices and the camerlC-18 camera processor intends to accelerate this market transition."

Traditionally, ISP technologies have been integrated into the CMOS sensor or separate application processor semiconductors. However, for resolutions at 5MP and higher, there are increased costs and inherent technical challenges associated with incorporating ISPs into the CMOS sensor. As mobile devices utilize smaller foundry processes, the growing trend is for ISP technologies to be integrated into the SoC in an effort to further reduce the cost and power consumption of mobile devices.

"Since 2002, Silicon Image has led the market in delivering cost-effective, low-power camera processor designs for use in mobile applications," said Ron Richter, director of business development at Silicon Image, Inc. "The camerlC-18 IP core continues this tradition by providing mobile SoC developers with market leading digital still camera and camcorder capabilities and flexibility in choosing CMOS sensor suppliers."

The camerlC-18 IP core has the imaging bandwidth to support HD, 3D, 4K and higher resolution video camcorder ISP functions. A 4K resolution camcorder design incorporating a camerlC-18 IP core and running at 30 frames per second will only require about 700k gates to be implemented in hardware and consumes as little as 125mW of power. Only 30 million instructions per second (MIPS) of CPU time are required to support this hardware design, making the camerlC-18 IP core one of the industry's highest performing, lowest cost, lowest power consumption camera processors in the world.

Silicon Image's family of IP cores also includes a broad range of HDMI<sup>(R)</sup> technology solutions, including transmitters and receivers incorporating HDMI Specification Version 1.4 features, Mobile High-Definition Link (MHL(TM)) technology, Serial ATA storage (SATA), and high-definition MPEG / H.264 / VC-1 video decoder applications.

For more information on Silicon Image's complete IP core product offering visit us at ARM<sup>(R)</sup> techcon3, October 21 - 23, 2009 at the Santa Clara Convention Center, Santa Clara, Calif., on our Web site at <http://www.siliconimage.com/iplicensing/index.aspx> or contact Ron Richter directly at (408) 962-4259 or at [ron.richter@siliconimage.com](mailto:ron.richter@siliconimage.com).

### **About Silicon Image, Inc.**

Silicon Image, Inc. is a leading provider of semiconductor and intellectual property products for the secure distribution, presentation and storage of high-definition content. With a rich history of technology innovation that includes creating industry

standards such as DVI and HDMI, the company's solutions facilitate the use of digital content amongst consumer electronics, personal computer (PC) and storage devices, with the goal to securely deliver digital content anytime, anywhere and on any device. Founded in 1995, the company is headquartered in Sunnyvale, California, with regional engineering and sales offices in China, Germany, Japan, Korea and Taiwan. For more information, please visit [www.siliconimage.com](http://www.siliconimage.com).

### **Forward-looking Statements**

This news release contains forward-looking statements within the meaning of federal securities laws and regulations, including, but not limited to, statements regarding Silicon Image's families of IP cores and the performance, functionality, features, costs and benefits of Silicon Image's 18 megapixel camera processor IP core technology. These forward-looking statements involve risks and uncertainties, including those described from time to time in Silicon Image's filings with the Securities and Exchange Commission (SEC), which could cause the actual results to differ materially from those anticipated by these forward-looking statements. Silicon Image assumes no obligation to update any forward-looking statement.

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\*Source: Forward Concepts Report #9030, Cellular Handset & Chip Markets '09.

SOURCE: Silicon Image, Inc.

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