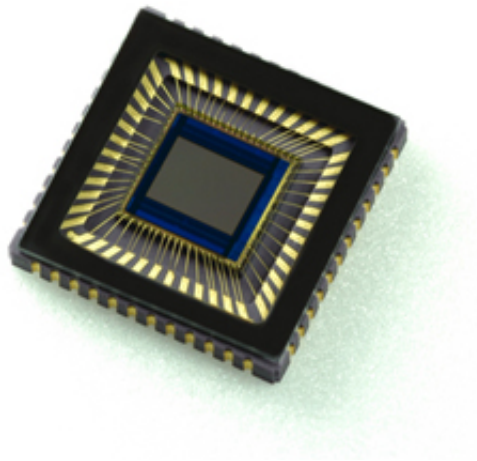


SAMSUNG Electronics Develops High Quality 2Megapixel CMOS Image Sensor with 0.13mm Process Technology

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[Samsung Electronics Co., Ltd.](#), a leader in advanced semiconductor technology, today announced that it has developed a new 2megapixel **CMOS** image sensor (CIS) chip using industry first 0.13mm process technology. Samsung's CIS chip provides set designers with enhanced resolution rate and sharper image quality.

Samsung's 2megapixel CIS features the industry's smallest 2.8mm 2 pixel size with a 1/3.2 -inch optical format, offering design engineers a leading edge CIS solution in a small form factor for camera phones. The image sensor operates at 34MHz at 15 frames per second on just 80mW

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Samsung's new image sensor delivers superior low-light performance, capturing vibrant images at 2 lux, minimum illumination rate of this sensor, exceeding the sensitivity levels of general CMOS-based sensors. To support automatic focus, the sensor is designed to maintain a designated setting even when the incidence angle changes, enabling users to take both close-ups and far away shots with user friendly features that are found on digital cameras.

As cameras on new mobile phones require higher quality image sensors that at the same time satisfy compact and light-weight features, the CIS technology is widely used for its advantages in small size and low power consumption.

Samsung Electronics Vice President Yong-hee, Lee of the Imaging Project Team says, "Samsung's 2megapixel CIS chip commands the best sensitivity, chip size, and color reproduction features in the industry. Our products support the industry wide demand for advanced performance. Samsung looks forward to introducing its CIS technology to the wide range of next-generation mobile products including digital cameras and camcorders."

According to market research firm TSR, the camera phone market is expected to reach a scope of 350 million units in 2008 from 180 million units in 2004.

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