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PANAVISION IMAGING, LLC, ANNOUNCES
XTREMEPIX™: A NEXT GENERATION IMAGE SENSOR
TECHNOLOGY

March 15, 2004—Homer, NY —Panavision Imaging, LLC announces the development of the next generation CMOS sensor technology, called XtremePIX™, which dramatically improves the resolution and quality of digital pictures and video over most other image sensor technologies. Imaging applications such as mobile phones, video camcorders, digital still cameras, security and surveillance will see a dramatic improvement in performance.

“We think our proprietary technology, with smaller pixels and higher performance, will greatly improve imaging across the board for a range of applications, from cell phones to highend video cameras,” said Jeff Zarnowski, CTO, Panavision Imaging, LLC. “It will enable manufacturers and consumers to finally realize the full benefits of CMOS – excellent image quality at lower prices and with lower power consumption, and speed the transition from CCD technology.”

By applying a systems approach to sensor design, Panavision Imaging, LLC is able to produce sensors that can have as little as one-half of a transistor per pixel. XtremePIX™ enabled CMOS sensors can have true correlated double sampling (CDS) and a distributed 12 bit A/D with closed loop feedback improving low light imaging performance, extending battery life and improving color fidelity. Additionally, pixels can be made much smaller than is currently available, increasing resolution and lowering cost.

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“Currently, CMOS Active Pixel Sensors (APS) have a fundamental limitation in the pixel size, resolution and speed, often trading one attribute for another,” said Zarnowski. “With XTremePIX™ technology, there are no tradeoffs, and users will also benefit with lower cost and power consumption.”

About the company:

Based in Homer, New York, Panavision Imaging, LLC is an innovator and developer of high performance image sensors and related technology. The company began in 1997 with the development of a novel sensor technology, the Active Column Sensor™ (ACS®), and initially offered sensor contract design services. Offering sensors in both 2D array and line scan formats, their products are found in many high-end imaging applications such as high resolution video, X-ray, barcode, spectrometry and others, serving the consumer, commercial, scientific and industrial markets. Panavision Imaging products and technology have demonstrated advantages over competing imaging technologies such as CCD and CMOS APS. For more information: www.panavisionimaging.com

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