



**FOR IMMEDIATE RELEASE**

FOCUSED ON THE FUTURE:  
PANAVISION IMAGING, LLC, JOINS THE PANAVISION FAMILY

March 19, 2004—Homer, NY —Panavision Imaging, LLC announced today that it has acquired proprietary CMOS imaging technology developed by Silicon Video Inc. Panavision Imaging is an affiliate of Panavision Inc., the market leader in lenses and camera systems for the motion picture and television industries.

“We are very excited to have Panavision Imaging, LLC, as a new addition to the Panavision family,” said Bob Beitcher, President and CEO of Panavision Inc. “As sister companies, Panavision Inc. will be able to give Panavision Imaging access to our expertise in optics and advanced camera systems, as well as our worldwide distribution network and commitment to extreme customer service. In turn, Panavision Imaging will provide Panavision with its revolutionary CMOS products and a new avenue to markets outside of our core business. Panavision Imaging will work closely with our R&D department, which has garnered 26 Scientific and Technical Achievement Awards from the Academy of Motion Picture Arts and Sciences (including 3 Oscars), and three Engineering Emmy Awards (including two Emmy statuettes) during Panavision’s 50 year history. We hope that the synergy between these two teams can raise Panavision’s contributions to another level.”

The technology acquired includes the patented Active Column Sensor technology (ACS®) which has redefined CMOS imaging, enabling a new level of image sensor performance by improving image quality and lowering noise. Panavision Imaging is also currently developing the next generation image sensor technology called XtremePIX™, which combines the best features

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of CCD and CMOS with improved performance over ACS. Sensors using the technology have lower noise and higher sensitivity for low light imaging, and with improved dynamic range results in high quality digital images. The technology also allows for smaller pixels, increasing the resolution for a given optical format and/or decreasing the sensor size. Panavision Imaging will offer sensors for the consumer market including mobile phone cameras, consumer HDTV video and digital still cameras.

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

About Panavision Imaging:

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](http://www.panavisionimaging.com)

For more information contact:

**Panavision Imaging, LLC**

**Tel: 607-749-2000, ext. 238**

**[e-mail: sales@panavisionimaging.com](mailto:sales@panavisionimaging.com)**