

Pixim Acquires Advasense

Pixim Acquires Advasense, Developer of Innovative Image Sensor Technology

Acquisition of Advasense Technologies, Ltd. Complements Strong Pixim Sales Growth Driven by Seawolf Chip

Mountain View, Calif. – June 15, 2011 - Pixim Inc., a leading provider of imaging chips for enterprise security cameras, announced today the acquisition of Advasense Technologies, Ltd., a developer of next generation CMOS image sensor technology located in Ra'anana Israel. Advasense was founded with the vision of dramatically improving the image quality of cameras used in mobile applications. The company has since deployed several breakthrough innovations in high resolution image sensors requiring ever-smaller pixel sizes.

Currently, Pixim is experiencing exponential sales growth driven by the release of Seawolf, its latest chip product. Seawolf joins Pixim's product line of image sensor solutions deployed in the video security market. The Advasense team ideally complements Pixim in the areas of image sensor-specific product design and will be immediately integrated into Pixim's existing product development organization. This significant addition to Pixim's engineering team is expected to allow the company to further accelerate its strong sales growth.

The technology of the two companies is highly complementary. For instance, the current push for higher resolution cameras in the video security market demands higher-performance small pixels that do not compromise image quality. Advasense's development of deep photodiodes significantly enhances pixel well capacity, improving image quality in all lighting conditions even as pixel sizes get smaller.