

News Release

Aptina and Inova Semiconductors Collaborate in Automotive Camera Market

Inovas APIX Solution and Aptina Image Sensors enable compact cameras for Automotive applications

8 November 2010 –Inova Semiconductors differential link technology is used in cars to connect head units with remote displays. Thereby its key benefit is to provide uncompressed video, full duplex control information and power over one simple cable. With the advent of digital camera links in driver assistance applications this is the perfect technology to connect remote cameras to centralized control units.

Cameras are becoming increasingly important as part of an advanced driver assistance solution for the Automotive industry. Several cameras positioned to cover the entire surround of the car enable optimized system solutions. Now the cameras can be used for multiple applications such as front view including road sign recognition, rear view for Park Distance Control (PDC) and Lane departure Warning (LDW) for example

This new generation of cameras is digital for best pixel quality, remote controlled from a centralized processing unit, as small as possible, compact and robustly constructed.

“Inova technology allows to control cameras from a central unit over a distance of several meters, thereby providing uncompressed, best quality video transmission and real-time exchange of control information” explains Thomas Rothhaupt, Director Sales & Marketing at Inova Semiconductors. “Therefore APIX based point-to-point links are an effective way to connect remote cameras to control units in the car.”

This is necessary to allow the immediate control and adjustment of the imager at any time – even between single frames - while the images are continuously transmitted, creating the ideal solution for uncompressed video transmission and full duplex communication in real time plus the possibility to provide the power supply for the sensor.

David Zimpfer, VP and GM of the automotive and industrial business unit from Aptina, as one of the leaders for Image sensors in the automotive market sees a

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similar trend: “Complementary to Aptina’s image sensors we need an established serializer technology such as Inova’s, enabling our customers to build compact digital cameras for remote links.”

Aptina and Inova are going to collaborate closely to offer optimized imaging and connectivity solutions for driver assistance systems.

“We consider camera applications to be the next emerging market and we are investing in it” says Thomas Rothhaupt.

In July Inova Semiconductors launched the second generation of interface technology with up to 3Gbit/s, especially for the camera applications now also a dedicated product is planned. This chip will feature glue less connectivity to latest and future Aptina sensors, lowest power consumption and smallest packages possible. There are also other established semiconductor companies considering the Inova interfaces for integration in image processing semiconductors to be used for Automotive based cameras. The goal here is – similar to the Display applications – to also provide, highly integrated solutions together with competent partners.

APIX is the trademark of Inova Semiconductors’ differential link technology optimized for automotive applications, and differs from Aptina™ A-Pix™ advanced pixel technologies which increase an image sensor’s pixel performance in a number of imaging applications. APIX is the trademark of Inova Semiconductors differential link technology optimized for applications in vehicles, which should not be mixed with A-PIX which is Aptina’s trademark for a series of advanced pixel technologies used in a broad range of imaging products.

About Aptina

Aptina is a global provider of CMOS imaging solutions with a growing portfolio of products that can be found in all leading mobile phone and notebook computer brands as well as a wide range of products for digital and video cameras, surveillance, medical, automotive and industrial applications, video conferencing, barcode scanners, toys, and gaming. Aptina enables Imaging Everywhere™ and continually drives innovation in the market as seen with the introduction of the first 14MP CMOS image sensor for point-and-shoot and hybrid cameras (MT9F001), and the industry's first 5MP SOC with ¼" format (MT9P111). Privately held, Aptina’s investors include Riverwood Capital, TPG Capital and Micron Technology. For additional information on Aptina visit www.aplina.com or subscribe to the latest news from Aptina by copying the [Aptina RSS feed](#) into your favourite RSS reader.

About INOVA Semiconductors

INOVA Semiconductors, an ISO9001 certified company, is a fab-less semiconductor manufacturer. The headquarters of the company is located in Munich, Germany. It is designing, marketing and selling its products and licensing its technologies, directly and through a global network of distributors.

INOVA Semiconductors specializes in reliable high speed serial data communication products for Gigabit/s data transfers through standard STP copper cables up to 50 m, or through fiber optic cables up to 500 m and more. GigaSTaR™, GigaSTaR DDL™ and APIX™ product lines have achieved major advancements in digital multimedia transmission particularly in the Automotive, Industrial and Transportation markets. More at www.inova-semiconductors.de

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