

For Immediate Release:

Mobilygen Delivers First Intelligent HD IP Camera Design

Mobilygen's smarter video™ technology enables multi-stream H.264 encoding with HD analytics and image stabilization

Las Vegas, NV, ISC West, Conference Room 3503, April 2, 2008

Mobilygen, a leading provider of high-definition H.264 codec semiconductor solutions, today introduced their smarter video™ HD IP camera reference design based on their MG3500 H.264 Codec and CMOS image sensors from Aptina Imaging, a division of Micron Technology, Inc. It enables ODMs and OEMs to build highly integrated IP cameras that capture, store and stream high resolution video over IP networks. The reference design is the first IP camera with high-definition analytics that enables advanced image processing such as the tracking of people and objects, as well as the event-triggered capture of high-resolution still images.

“Video surveillance cameras are rapidly transitioning from analog CCTV designs to high definition networked products with intelligent monitoring,” said Michelle Abraham, Principal Analyst, In-Stat. “Mobilygen’s high quality video encoding with HD analytics will accelerate this transition.”

According to In-Stat, IP surveillance cameras are the fastest growing sector of the surveillance camera market, with over 50% CAGR.

The reference design includes Aptina’s MT9D131 high quality 2-megapixel complete camera system on chip. It captures full 1280x720 resolution video with excellent low light capability.

“We are excited about the opportunities opening up for IP video in the burgeoning security camera market. Through our work with Mobilygen on their smarter video IP camera reference design, we are bringing a high-quality IP video solution to the surveillance market, which allows system designers to easily move from archaic analog cameras to more cost-effective, high-quality IP video cameras,” said Curtis Stith, Director of New Markets for Aptina. “We are recognized for delivering high-quality video solutions to the security and surveillance market, providing camera system designers with a broad portfolio of sensors - from VGA to 5-megapixel – that best meet their design needs.”

“Mobilygen’s smarter video IP camera design rapidly accelerates our customer’s time to market while offering the most advanced feature set in the industry,” said Christopher Peters, Mobilygen vice president of sales and business development. “The MG3500’s combination of very low-latency encoding with

encrypted security makes this the ideal camera design for today's advanced security networks".

Mobilygen's MG3500 Codec supports high-profile H.264 encoding up to 1080i60 resolution while consuming only 500mW of power. HD Motion-JPEG encoding is supported, as well as all leading audio formats including AAC, MPEG-1 layer 2, and G.7xx. Features include digital image stabilization, comprehensive HD analytics, motion detection, object tracking, scene change detection, HD still image capture, privacy region protection, and digital time stamps. An embedded ARM9 CPU runs Linux and is fully available for customers' applications. Network connectivity is provided via integrated Gigabit Ethernet and high-speed USB 2.0. AES encryption and digital signature hardware provide secure networking and storage.

Pricing and Availability

Mobilygen's IP camera reference design kits are available immediately. Pricing starts at \$1,995.

About Mobilygen

Mobilygen is a leading developer of low-power, high-definition H.264 video compression ICs. Based in Santa Clara, Mobilygen is a privately held fabless semiconductor company backed by Kleiner, Perkins, Caufield & Byers, Redpoint Ventures, Lehman Brothers, Integral Capital Partners, VentureTech Alliance, and Cardinal Venture Capital. For more information, see www.mobilygen.com.

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