



Samsung Develops the World's Smallest 8.4-megapixel CMOS Image Sensor

Taipei Taiwan, March 27, 2007: Samsung Electronics Co., Ltd., the leader in advanced semiconductor technology, announced an 8.4 megapixel (Mp) CMOS image sensor (CIS) with a 1.4 μm pixel design at Samsung's fourth annual Mobile Solution Forum.

The new CIS chip provides a high signal to noise ratio (SNR), a key measure of overall image quality. Samsung achieved the high-resolution level by implementing advanced light sensing features and minimized noise levels. Notably, an extended photo diode technology was implemented to achieve higher light sensitivity and saturation levels, resulting in an enhanced fill factor.

Furthermore, it provides the same image quality as the charge-coupled device (CCD) image sensors currently used in most digital cameras and camcorders. Since the new CIS only uses one-tenth the power of a CCD image sensor, it should quickly replace CCDs in all three key applications—mobile phones, digital cameras and camcorders.

The CIS product line of System LSI Division is one of the five major product areas that Samsung has been focusing on to enhance and balance the company's overall competitiveness.. Samsung's present portfolio of CIS technology spans across the range of 1.3 through 5Mp resolutions with the 8Mp CIS expected to be available in the second half of this year.

The CIS market is expected to show high demand for high-resolution devices. The current outlook toward 2009 shows a compound annual growth rate

of over 90 percent for 3Mp and higher resolution devices over a four-year term from 2006 through 2009.

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US\$63.4 billion and net income of US\$8.5 billion. Employing approximately 138,000 people in 124 offices in 56 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Network Business, and Digital Appliance Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com

###

Media/analyst Contact:
Lisa Warren Plungy, APR
Samsung Semiconductor
408-544-5377
lwarrenplungy@ssi.samsung.com