



Samsung Introduces Image Sensor Brand 'ISOCELL' at 2017 MWC Shanghai

SHANGHAI, China – June 28, 2017 – Samsung Electronics Co., Ltd., a world leader in advanced semiconductor technology, today introduced its image sensor brand 'ISOCELL®' as well as demonstrated leading-edge solutions at the 2017 Mobile World Congress (MWC) Shanghai.

Samsung's brand for its image sensor lineup is named after the company's own ISOCELL technology, which is the optimum solution for today's devices that require ultra-slim designs with high quality cameras. First introduced in 2013, ISOCELL technology separates each pixel with a physical barrier that reduces color crosstalk among pixels. This allows high color fidelity, enabling excellent image quality even with smaller pixels.

Samsung ISOCELL is underlined by four technological sub-brands—Bright, Fast, Slim and Dual—that respond to specific market demands:

- **ISOCELL Bright** sensors deliver bright and sharp images with high color fidelity and reduced noise in low light environments
- **ISOCELL Fast** sensors provide fast autofocus onto still or moving objects even when dark
- **ISOCELL Slim** sensors adopt the smallest pixel sizes available in the market at 0.9-1.0um, yet produce high quality images for the slimmest devices
- **ISOCELL Dual** sensors can be mixed and matched in various combinations on consumer devices to bring about features demanded in the latest dual camera trend

"Samsung ISOCELL is a brand that represents the essence of our leading pixel technologies. We expect the ISOCELL brand to help consumers easily acknowledge and confide in camera performance as well as overall quality of the device," said Ben Hur, Vice President of System LSI marketing at Samsung Electronics. "With our advanced image sensor technologies, Samsung will continue to bring innovation to cameras used in smartphones and other applications."

At MWC Shanghai, Samsung will be featuring advanced logic solutions, including the Exynos 9 series with 10-nanometer FinFET process technology, for a wide range of platforms such as mobile, Virtual Reality (VR) and wearable devices.

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About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies.

The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.