

## **Etron Shipped 19 Million Units of Webcam Controllers and Introduced New Product Enhancing Both Video and Audio Performance**

Etron Technology, Inc., the world's largest fabless Specialty DRAM Company, announced today that they have shipped over 19 million units of Webcam controller IC series since 2009. This series includes the **eSP258**, which has the smallest die area of its kind, and the **eSP268**, which features a unique built-in OTP function that allows customers to reprogram and incorporate their specialized designs and settings without using the aid of external EEPROM or SPI Flash.

The eSP258 and eSP268 series is well patented and has provided many international customers with unique product features and high performance in both PC and notebook cameras. As a result, the shipping volume of eSP258 and eSP268 has exceeded 19 million units in just over a year. Etron's Webcam controller IC series has enabled many end users to interact with their colleagues, family, and friends at a higher quality, yet still affordable cost. (Chart 1)

### **Achieved 50% of PC Camera Market Share in China**

Etron's Specialty DRAMs have helped many 3C manufacturers produce competitive electronic system products, especially in consumer markets. Using its long-term experience in consumer markets, Etron developed an innovative firmware architecture that allows customers to re-program their settings onto a built-in OTP memory without external EEPROM or SPI Flash. Etron is also the first company to build-in 3 sets of LDO's on chip, to convert external 5V to 3.3V, 2.8V and 1.8V while still maintaining great camera image quality by suppressing the power noise and heat dissipation normally induced by built-in LDO's. Eliminating the need for EEPROM or SPI Flash, combined with the built-in LDO, significantly reduces the system BOM cost, improves production efficiency, and enhances camera performance.

This imaging and video-driven series of IC's helped customers save considerably. Due to its success in Webcam controllers and in response to

low-cost advantages, Etron's eSP258 and eSP268 have been highly recognized by clients and consumers, and they currently share more than 50% of the PC camera market in China, Taiwan, and Asia.

### **The New Product eSP568 Enhancing Video and Audio Performance in a Single Chip**

Because of its success in Webcam Controllers and in response to further requests from satisfied customers, Etron has recently succeeded in introducing a new product line, **eSP568**, and started shipments. eSP568 inherits all successful features of the previous controller family, including built-in OTP, LDO, etc. More importantly, eSP568 incorporates a built-in ADC/AGC to enable audio and video operation on just one chip

Customers can store all their customized settings for both video and audio needs without using extra external EEPROMs or SPI Flash and can use the on-chip ADC/ AGC (Analog Digital Conversion) function to record all audio voices and transfer this information through the on-chip USB 2.0 interface, avoiding the extra cost of buying an expensive external D-MIC (Digital Microphone). This new Webcam controller IC is also equipped with both excellent quality color adjusting capabilities and audio tuning function to provide clients the best cost-performance choice, and satisfy end-users with a real-time cost-effective way to interact with colleagues and loved ones to truly enjoy an optimized audio, video and imaging virtual reality world. (Chart 2)

Etron's vision is to understand, design, and promote the most advanced and intelligent semiconductor memory and logic IC chips to contribute to human society by facilitating smoother communications and enjoyment in real-time virtual reality. With new production of the eSP568 line and further work in Webcam Controller ICs, USB 3.0, and memory areas, Etroners are connecting their chips to people's lives and satisfaction.