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Better Low-Light Pictures from Cell Phone Cameras Now a Flash Away

New Camera-Flash LEDs from Lumileds Lighting Are 12 Times Brighter Than Comparable Light Sources, Dramatically Improving Picture Quality

SAN JOSE, CA (August 18, 2004) --- Cell phone cameras will soon be able to shed more light on the subject --- literally --- with the introduction of new camera phone flashes utilizing specially engineered light-emitting diodes (LEDs) from Lumileds Lighting. These new Luxeon® Flash LEDs produce flash illumination that is up to 12 times brighter than today's devices, allowing consumers to take high-quality cell phone pictures in low-light environments at distances of 1 to 2 meters for the first time.

With Luxeon Flash's ability to improve cell phone picture-taking in dimly lit settings, users can capture, save and distribute images that otherwise would be too indistinct or barely visible and would have to be discarded. This brighter flash capability is also critical for the 1.3 megapixel and better phone cameras now coming on the market because the high-resolution CMOS camera modules that are used in these advanced camera phones require increased light levels.

"The first generation of camera phones have 'fun' flashes that light up when you take a picture but deliver virtually the same results as taking a photo with no flash at all because their beam is so weak," said Julian Carey, Lumileds Business Development Manager. "Our Luxeon Flash delivers a brighter, truly functional flash that improves picture quality many times over and brings new capabilities to camera phone users."

A single Luxeon Flash solution can generate up to 79 lux of light at one meter, compared to just 6-7 lux produced by conventional LEDs. This makes it the first camera phone light source that is capable of producing light levels comparable to the flash devices in digital still cameras.

This high level of performance stems from patented technology that has enabled Lumileds to develop Luxeon, the world's brightest LEDs. The Luxeon Flash products --- the newest additions to the Luxeon line --- combine this industry-leading brightness with new packaging designed to accommodate the small form factor of a cell phone.

In addition to providing a brighter flash, the new LED also delivers sufficient brightness to function as a flashlight, enabling mobile phones to be used as safety devices in addition to their communications and photography functions.

The first camera phone utilizing a Luxeon Flash was recently introduced in Europe, and major cell phone manufacturers are expected to roll out models in the U.S. and Asia before the holiday season this year.

Visit Lumileds at Ceatec, stand 8D15, on October 5-9 to see and learn more about Lumileds' Luxeon Flash technology.

About Lumileds Lighting

Lumileds Lighting is the world's leading manufacturer of high-power LEDs and a pioneer in the use of solid-state lighting solutions for everyday purposes including automotive lighting, camera flash, LCD displays and televisions, portable lighting, projection and general lighting. The company's patented Luxeon Power Light Sources are the first to combine the brightness of conventional lighting with the small footprint, long life and other advantages of LEDs. Lumileds also supplies core LED material and LED packaging, and manufactures billions of LEDs annually. Lumileds is headquartered in San Jose, California, with operations in the Netherlands, Japan and Malaysia and sales offices throughout the world. For more information, call Lumileds at 408-435-6111 or visit www.lumileds.com.