



STMicroelectronics and bTendo to Develop the World's Smallest Focus-Free Embedded Pico-Projector for Next-Generation Smart Phones

Small-screen smart phones will be able to project movies and pictures to enable sharing and better viewing

Geneva, Switzerland, and Kfar Saba, Israel – February 11, 2011 – STMicroelectronics (NYSE: STM), one of the world's largest semiconductor manufacturers and the world's leading supplier of MEMS sensors for consumer and portable applications¹, and bTendo Ltd. announced today that they have signed a development and license agreement to jointly develop the world's smallest Pico Projector for smart phones and other portable consumer-electronics devices. The solution is based on bTendo's innovative Scanning Laser Projection engine technology and ST's leading MEMS (Micro-Electro Mechanical Systems) expertise, video processing know-how and semiconductor process technology.

With today's advanced smart phones, people carry huge amounts of movie clips and photos in their pockets, yet find it difficult sharing it with others due to the tiny display. Adding projection capabilities into the mobile devices will enable users to easily share their media with others – any place, on any surface, at any time.

Less than 2.5cm³ in volume and below 6mm high, the jointly developed embedded projector solution will offer a focus free, vivid color, sharp and crisp image, superior to current pico projection solutions. Implementing two MEMS-based micro-mirror-actuation devices within the system's optical engine, and an advanced video-processing chip, the world's smallest projection engine is optimized for smart phones, offering low power consumption and built-in support for MIPI (Mobile Industry Processor Interface) to ensure swift and easy integration.

“People want to share their media with others and enjoy the option of expanding their display even for their own personal viewing,” said Benedetto Vigna, Group Vice President and General Manager, MEMS, Sensor and High-Performance Analog Division, STMicroelectronics. “ST selected bTendo's technology due to its small size, low power and focus-free features, which are all critical for embedded projection modules. ST has a long history in the development of innovative technologies and this joint cooperation will further extend our MEMS sensor expertise, while also complementing and reinforcing our leadership in MEMS gyroscopes and accelerometers for advanced user interfaces.”

¹ *iSuppli H2 2010*

“We are very excited to collaborate with STMicroelectronics, the world leader in MEMS technologies for mobile handsets, to bring to the market our cutting-edge technology for embedded Pico Projectors,” said Dana Gross, CEO of bTendo Ltd. “ST’s best-in-class semiconductor process technology and design capabilities will enable a cost-effective, low-power solution perfect for personal consumer devices.”

“The entry of STMicroelectronics into the pico projector market with bTendo’s laser scanning solution represents a major milestone in the realization of our view that mobile handsets can drive growth of embedded pico projectors exponentially within the next two years!” said Dr. William (Bill) L. Cogshall, president and founder of Pacific Media Associates.

A demo of the technology will be shown at Mobile World Congress in Barcelona, Feb 14-17, 2011 on the STMicroelectronics stand (7A106).

About STMicroelectronics

STMicroelectronics is a global leader serving customers across the spectrum of electronics applications with innovative semiconductor solutions. ST aims to be the undisputed leader in multimedia convergence and power applications leveraging its vast array of technologies, design expertise and combination of intellectual property portfolio, strategic partnerships and manufacturing strength. In 2010, the Company’s net revenues were \$10.35 billion. Further information on ST can be found at www.st.com.

About bTendo

bTendo is a developer of personal projection technologies and solutions. bTendo's cutting-edge solutions enable mobile users to share multimedia content from their personal devices anytime, anywhere. Bringing together Micro Electro Mechanical Systems (MEMS) expertise and groundbreaking laser-scanning display technology bTendo’s solutions deliver crisp, high-resolution images at low power consumption. Founded in 2006, backed by leading venture capital funds, bTendo is well positioned to play a key role this exciting emerging new market of embedded projectors in next generation consumer devices. For more information www.btendo.com

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