



Ambarella Unveils HD 360° View Automotive Camera Solution

January 6, 2014

New MotorVu™ 360 reference design enables four-channel HD surround view and recording

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Ambarella, Inc., (NASDAQ:AMBA) a leading developer of low-power, HD video compression and image processing semiconductors, today introduced the MotorVu™ 360 automotive surround view and recording reference design. The new MotorVu™ 360 reference design features four full 1080p30 HD camera modules that can be embedded at the front, rear and side mirrors of the vehicle, providing 360° surround view for driving or parking assistance as well as simultaneous four-channel "black box" recording of road incidents. MotorVu™ 360 will be demonstrated during CES 2014 in Las Vegas from Jan. 7-10th.

"The MotorVu™ 360 reference design combines 360° video surround viewing with full HD recording for the next generation of automotive camera systems," said Fermi Wang, president & CEO of Ambarella. "It further expands Ambarella's automotive product offering providing exciting new capabilities for the growing automotive camera market."

MotorVu™ 360 is enabled by the new Ambarella B5 family of receiver/transmitter companion chips that supports transmission of video data across low-cost, flexible cables with low latency. The B5 chips can also be used in dual channel configurations for front and rear view automotive camera applications. MotorVu™ 360's main processor is the Ambarella A9 SoC that performs image processing, surround view generation and H.264 compression with exceptional quality. The reference design includes a full Software Development Kit (SDK) with complete camera recording applications and support for a wide range of CMOS sensors.

MotorVu™ 360 Feature Summary

- Based on Ambarella A9 camera SoC and B5 receiver/transmitter companion chips
- Four-channel full 1080p30 HD video recording with "black box" feature set
- Independent exposure, white balance and image processing parameters for each camera
- High quality surround view generated by dedicated hardware inside A9 SoC for optimal real time performance
- Dual core ARM® Cortex™-A9 CPUs provide the performance required for advanced applications, including Advanced Driver Assistance Systems (ADAS) and wireless connectivity
- A rich set of interfaces allows for compact designs with support for USB 2.0, HDMI®, and SDXC SD™ card

Availability

The MotorVu™ 360 reference design will be available for qualified customers during Q1, 2014. Pricing information, A9 and B5 specifications may be obtained directly from Ambarella at www.ambarella.com.

The URL for this news release is: www.ambarella.com/about/news-events.html

The URL for the related image is: www.ambarella.com/about/news-events/press-images/MotorVu-360-press-images.html

The URL for the product brief is: www.ambarella.com/uploads/docs/MotorVu-360-product-brief.pdf

About Ambarella

Ambarella, Inc. (NASDAQ: AMBA), is a leading developer of low-power, high-definition (HD) video compression and image processing solutions. The company's products are used in a variety of HD cameras including security IP-cameras, sports cameras, wearable cameras and automotive video camera recorders. Ambarella compression chips are also used in broadcasting TV programs worldwide. For more information about Ambarella, please visit www.ambarella.com.

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Source: Ambarella, Inc.

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