

ADVantage Imaging Systems, Inc.
 Mark F. Bocko
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Web Address:

Management:

Mark F. Bocko - CEO
 Mark Fiscella - COO
 Zeljko Ignjatovic - CTO
 Richard Richmond - CFO

Industry: Image sensors and cameras subsystems

Number of Employees: 4

Bank: Bank of Castile

Future Auditor:

Law Firm(s):

Amount of Financing Sought:
 \$36M equity

Current Investors: Signal Sciences, Inc., founders

Use of Funds: Product development, manufacturing, sales and marketing

Business Description: ADVantage Imaging Systems, Inc. (ADVIS) is a fabless semiconductor manufacturer of electronic image sensors and camera modules for applications that span the nearly \$6B image sensor market.

Company Background: University of Rochester spin-out company founded in January 2005.

Management: Dr. Mark F. Bocko, Professor and Chair of Electrical and Computer Engineering, University of Rochester, formerly Technical Director of Oceana Sensor Technologies. Mr. Mark Fiscella, ITT Space Systems Project Manager, previously Director of XC Systems Inc., Dr. Zeljko Ignjatovic, Assistant Professor, University of Rochester, Mr. Richard Richmond – Entrepreneur in Residence at High Tech Rochester, formerly President of STS Biopolymers.

Products/Services: CMOS image sensors and camera modules

Technologies/Special Know-how: ADVIS technologies are protected by two University of Rochester patents (pending). The first is for an integrated oversampling (sigma-delta) analog to digital converter integrated at each pixel of an imaging array to give industry leading dynamic range and low power. The second patent is for an image sensor design with integrated image data compression. Together the two technologies redefine the high performance, low power image capture chip. ADVIS owns exclusive rights to both patents.

Markets: We initially are addressing the security and surveillance camera markets (presently at \$8B annually). Following products will be developed for single use digital cameras, camera phones and automotive applications.

Distribution Channels: A combination of channel partners and a direct sales force. Discussions are under way with several potential partners, including a major manufacturer and supplier of CMOS image sensors, a major camera manufacturing company and one of the major manufacturers of security system components.

Competition: There are more than 25 companies providing image sensors based on alternative designs – all with dynamic range and low light performance inferior to the ADVIS technology. ADVIS also is the industry leader in terms of low power – beating the competition by a factor that ranges from 50 to 1000. Together our innovations are the first to make high image quality battery powered remote viewing a practical reality.

Financial Projections (Unaudited):

	2006	2007	2008	2009	2010
Revenue		\$10,435	\$159,490	\$223,780	\$363,020
EBIT	- \$ (11,938)	- \$(17,536)	- \$ (30,227)	\$ 65,542	\$80,120

(dollars in thousands)