



Ambarella, Inc. Fact Sheet

March 2006

At a Glance

- Founded in 2004
- Headquartered in Sunnyvale, CA with offices in Hsinchu, Taiwan
- Number of employees: 75
- Ambarella has completed its Series A (Q1 2004), Series B (Q3 2004) and Series C (Q1 2006) funding. Investors include Benchmark Capital, DAG Ventures, Matrix Partners and Walden International.

About the Company

Ambarella is the technology leader in low power, high definition video compression and image processing semiconductors. Ambarella's products are helping to define a new class of hybrid digital cameras that bring consumers unmatched high definition video and digital still together in one device.

The company's patent-pending system-on-chip (SoC) platform integrates every critical system function and offers customers the most cost-effective solution while delivering the complete high definition experience.

Ambarella is a fabless semiconductor company headquartered in Sunnyvale, CA with offices in Hsinchu, Taiwan. It was founded in 2004 by a seasoned management team lead by CEO, Fermi Wang; CTO, Les Kohn and EVP, Didier LeGall. Together, they bring to Ambarella a rich heritage of designing breakthrough semiconductor products.

Mission and Vision

Ambarella's mission is to deliver the highest quality and most integrated semiconductor solutions for consumer digital media devices, providing the most competitive value and functionality available.

Applications and Market Opportunity

The increase in digital recording by consumers has led to the fast-paced growth in digital media applications, including digital still cameras, digital camcorders and video-enabled mobile phones. The market for digital still cameras alone has been growing rapidly, reaching over 60 million units in 2004 [Source: CIPA]. The market for digital camcorders reached a solid 10 million units in 2004 [Source: IDC].

Today, consumers experience high resolution still images from their digital still camera but only mediocre video quality. Conversely, camcorder still image quality and processing speed lags far behind traditional digital still cameras. Consumers are increasingly expecting high definition video due to rapidly falling HDTV and PC prices with the standard set by still image quality. High definition camcorders offer much better video quality, but are expensive and cumbersome due to tape-based recording. Fortunately, new video compression standards provide the compression efficiency needed for high definition video recording using flash-based memory. Because of these market changes, the industry is seeing an inflection point as enthusiasts and amateurs alike demand the kind of video quality they have come to enjoy from their digital camera—merged in one affordable combination digital still and video device. The high definition experience has become the expectation.

Ambarella's ambition is to provide a solution that simultaneously delivers high-quality digital still *and* high definition digital video capabilities at a mainstream consumer price-point. This requires the latest video processing, image processing and video compression technology--all in an integrated low power platform.

Technology and Platform

The industry has seen a tremendous amount of innovation in digital cameras over the past 5-10 years. However, both the size and cost of digital camcorders have been driven--and limited--by existing DV tape and DVD disc technology. Technological progress and cost reductions in solid state (flash) memories, as well as the growing use of micro drives have made it possible to store greater and greater amounts of content. Given the recent advances in digital video compression with the development of the H.264/AVC (main profile) standard, users can now store one hour of true high definition video (720P60 or 1080i60) and four hours of standard definition video on a 4 GB flash device. This ability to store large amounts of content on a smaller device makes the high definition experience a reality for the mainstream user.

Capitalizing on these advances in technology, Ambarella has developed a fully integrated system-on-chip (SoC) based on its patent-pending H.264 video compression implementation. Ambarella's platform has integrated all the required system functions onto one chip, replacing current tape-based solutions requiring six or more chips and surpassing current product quality and convenience. The SoC integrates the HD video processing/compression, image sensor processing, audio processing, system functions and operates at less than one watt of power.

The platform, which is available in multiple versions for different requirements, has been specifically designed to achieve the right size, cost and convenience required to deliver a hybrid digital camera with high definition recording at a mainstream consumer price-point.

Investors

Benchmark Capital

Founded in 1995, Benchmark Capital is an early-stage venture firm that's based on the principles of teamwork and an intense dedication to building technology companies of lasting value. We provide superior service to entrepreneurs through a unique, team-oriented partnership in which every partner is equal in terms of both contribution and compensation.

DAG Ventures

Duff Ackerman & Goodrich ("DAG") is a private equity investment firm formed in 1991. Over the past 10 years, DAG has achieved consistently superior returns for its partners by investing in private companies focused on the communications services, related infrastructure, media and specialty manufacturing industries.

Matrix Partners

Since its inception in 1977, Matrix Partners has been dedicated to helping outstanding entrepreneurs build successful companies. Our mission is helping our founders and management teams build the next great companies of tomorrow and often entire new industries.

Walden International

Walden International ("WI") is a leading international venture capital firm that has been providing investors access to early-stage, cross-border, IT opportunities with the advantage of an unrivaled Pan Asia network since 1987.