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STMicroelectronics Imaging Technology Helps Visually Impaired

OrCam uses ST camera module and image processor to compensate for lost visual abilities

Geneva, November 28, 2013 - STMicroelectronics (NYSE: STM), a global semiconductor leader serving customers across the spectrum of electronics applications, announced that its 5.1 mega-pixel camera module and low-power digital image processor are being used in the revolutionary OrCam camera, a small device that clips on to eyeglasses and dramatically improves the mobility and ability of visually-impaired people to “read” signs, packaging and publications.

By pointing to an object, the wearer tells the OrCam camera what they need interpreted. The ST VX6953 camera module and STV0987 image processor work together to analyze and interpret the scene before the eye-glass-mounted device aurally describes it to the user. Using the ST technology and its own algorithms, the OrCam camera quickly reads a scene or text in different lighting conditions and on a variety of surfaces, including newspapers and signs. Moreover, while the camera comes with a pre-stored library of objects, the wearer can continue to teach OrCam new objects as they use it.

“The VX6953 from ST gave us the ability to deliver a very compact unit, in a short time frame. Its EDOF (Extended Depth Of Field) capability enabled us to work with a fixed-focus camera, and thus saved us space, power and the time it takes auto-focus modules to adjust to changing situations,” said Prof. Amnon Shashua, co-founder and chairman of OrCam Technologies.

“ST continues to look at opportunities where our innovative products and technologies help make a positive difference to people’s lives,” said Paul Grimme, Executive Vice President and General Manager, Sales and Marketing, Europe, Middle East, and Africa Region, STMicroelectronics. “Applying our camera module and image processor to help the visually impaired safely cross streets and read street signs, the newspaper, or a menu in a restaurant, is a real example of how ST makes life.augmented.”

OrCam can be ordered through the company's website at: www.orcam.com

According to OrCam, there are 342 million adults worldwide with significant visual impairment. The US National Health Center for Health Statistics claims more than 21 million adults suffer from visual impairment.

About STMicroelectronics

ST is a global leader in the semiconductor market serving customers across the spectrum of sense and power and automotive products and embedded processing solutions. From energy management and savings to trust and data security, from healthcare and wellness to smart consumer devices, in the home, car and office, at work and at play, ST is found everywhere microelectronics make a positive and innovative contribution to people's life. By getting more from technology to get more from life, ST stands for life.augmented.

In 2012, the Company's net revenues were \$8.49 billion. Further information on ST can be found at www.st.com.

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