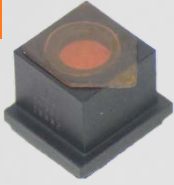


Omnivision OVM7692 Camera Module

VGA CameraCubeChip™

ShellCase WLP + WL-Optic

Reverse Costing Analysis



Physical Analysis of the Camera and the CMOS Image Sensor

Step by Step Reconstruction of the Process Flow

Cost of Manufacturing and Estimation of Selling Price

System Plus Consulting is proud to publish the reverse costing report of the OVM7692 Camera Module supplied by Omnivision.

The module integrates a 1.75µm pixel VGA CMOS Image Sensor (CIS) ref. OV289AA from Omnivision.

The CIS is Wafer-Level Packaged (WLP) using a Shellcase RT process licensed by Tessera. The optical module comes from VisEra technology and is manufactured with a wafer-level approach.

This camera module is designed for mobile and netbook applications.

This report provides complete teardown of the camera module with:

- Detailed photos
- Material analysis
- Schematic assembly description
- Manufacturing Process Flow
- In-depth economical analysis
- Manufacturing cost breakdown
- Selling price estimation

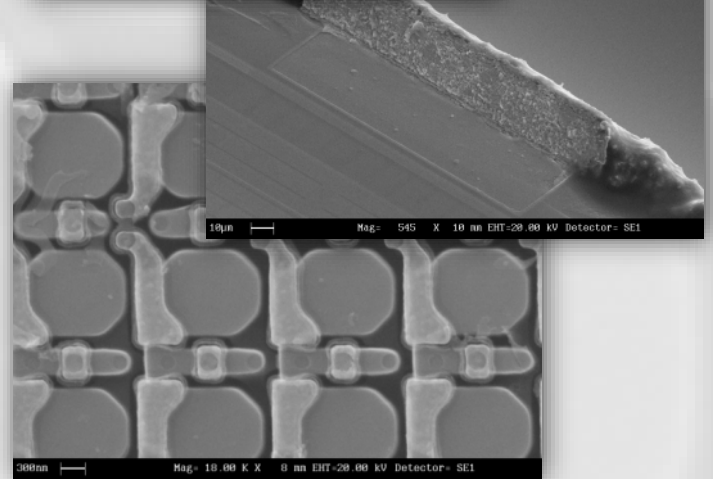
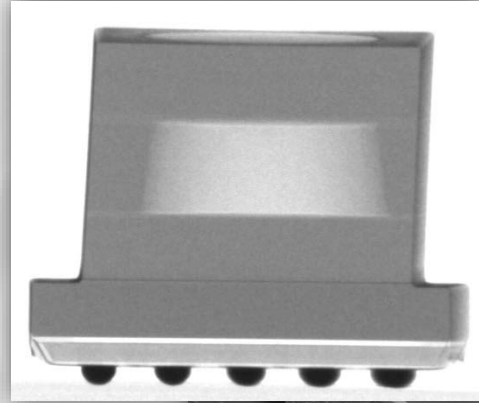


TABLE OF CONTENTS (~100 pages)

Glossary

Overview/Introduction

- Executive Summary
- Reverse Costing Methodology

Companies Profiles

- Omnivision Profile
- TSMC Profile
- VisEra & Xintec profiles

Physical Analysis

- Physical Analysis Methodology
- Camera Module Views & Dimensions
- Camera X-Ray
- Camera Module Disassembly
- CIS Views & Dimensions
- CIS Marking
- CIS Pads
- CIS Microlenses
- CIS Pixels
- CIS Technology node
- Camera Module Cross-section
- Optical Module Cross-section
- CIS Packaging Cross-section
- CIS Cross-section

Manufacturing Process Flow

- Global Overview
- CIS Process Flow
- CIS Wafer-level packaging Process Flow
- Description of the CIS Wafer Fabrication Units
- WL-Optic Process Flow
- Description of the WL-Optic Wafer Fabrication Unit

Cost Analysis

- CIS Front-End Cost
- CIS WLP Cost
- CIS WLP Cost per Process Steps
- CIS WLP : Equipment Cost per Family
- CIS WLP : Material Cost per Family
- CIS Die Cost
- WL-Optic Front-End Cost
- WL-Optic Cost per Process Steps
- WL-Optic : Equipment Cost per Family
- WL-Optic : Material Cost per Family
- WL-Optic : Test, dicing and assembly
- WL-Optic Price
- Back-End : Final Assembly & Test
- Camera Module Cost (CIS + WLP + Test)

Estimated Price Analysis

Conclusion

Distributed by

Performed by

TERMS AND CONDITIONS OF SALES

1. INTRODUCTION

The present terms and conditions apply to the offers, sales and deliveries of services managed by System Plus Consulting except in the case of a particular written agreement.

Buyer must note that placing an order means an agreement without any restriction with these terms and conditions.

2. PRICES

Prices of the purchased services are those which are in force on the date the order is placed. Prices are in Euros and worked out without taxes. Consequently, the taxes and possible added costs agreed when the order is placed will be charged on these initial prices.

System Plus Consulting may change its prices whenever the company thinks it necessary. However, the company commits itself in invoicing at the prices in force on the date the order is placed.

3. REBATES and DISCOUNTS

The quoted prices already include the rebates and discounts that System Plus Consulting could have granted according to the number of orders placed by the Buyer, or other specific conditions. No discount is granted in case of early payment.

4. TERMS OF PAYMENT

System Plus Consulting delivered services are to be paid within 30 days end of month by bank transfer except in the case of a particular written agreement.

If the payment does not reach System Plus Consulting on the deadline, the Buyer has to pay System Plus Consulting a penalty for late payment the amount of which is three times the legal interest rate. The legal interest rate is the current one on the delivery date. This penalty is worked out on the unpaid invoice amount, starting from the invoice deadline. This penalty is sent without previous notice.

When payment terms are over 30 days end of month, the Buyer has to pay a deposit which amount is 10% of the total invoice amount when placing his order.

5. OWNERSHIP

System Plus Consulting remains sole owner of the delivered services until total payment of the invoice.

6. DELIVERIES

The delivery schedule on the purchase order is given for information only and cannot be strictly guaranteed. Consequently any reasonable delay in the delivery of services will not allow the buyer to claim for damages or to cancel the order.

7. ENTRUSTED GOODS SHIPMENT

The transport costs and risks are fully born by the Buyer. Should the customer wish to ensure the goods against lost or damage on the base of their real value, he must imperatively point it out to System Plus Consulting when the shipment takes place. Without any specific requirement, insurance terms for the return of goods will be the carrier current ones (reimbursement based on good weight instead of the real value).

8. FORCE MAJEURE

System Plus Consulting responsibility will not be involved in non execution or late delivery of one of its duties described in the current terms and conditions if these are the result of a force majeure case. Therefore, the force majeure includes all external event unpredictable and irresistible as defined by the article 1148 of the French Code Civil?

9. CONFIDENTIALITY

As a rule, all information handed by customers to system Plus Consulting are considered as strictly confidential.

A non-disclosure agreement can be signed on demand.

10. RESPONSABILITY LIMITATION

The Buyer is responsible for the use and interpretations he makes of the reports delivered by System Plus Consulting. Consequently, System Plus Consulting responsibility can in no case be called into question for any direct or indirect damage, financial or otherwise, that may result from the use of the results of our analysis or results obtained using one of our costing tools.

11. APPLICABLE LAW

Any dispute that may arise about the interpretation or execution of the current terms and conditions shall be resolved applying the French law.

If the dispute cannot be settled out-of-court, the competent Court will be the Tribunal de Commerce de Nantes.