



FOVEON APPOINTS TODD ROCKOFF AS DIRECTOR OF SALES

Newly Created Position Adds Impact to Foveon's Sales Department

SANTA CLARA, CA – (May 21, 2002) – Foveon, Inc., a technology leader in high quality digital photography, announces the appointment of Todd Rockoff to the position of Director of Sales. Todd Rockoff will be responsible for managing Foveon's OEM relationships and supporting the worldwide sales of Foveon products including the recently introduced Foveon® X3™ image sensor.

“In his new position as Director of Sales, Todd will leverage his engineering background and nearly 20 years of industry experience to help market Foveon's X3 image sensor technology as well as to focus on the day-to-day operations of our sales department,” said Allen Rush, Foveon's Executive Vice President, Marketing & Business Development.

“The addition of Todd Rockoff to our senior management team allows Foveon to better harness the excitement and anticipation of our new technologies that have stirred the imagination of the digital imaging community worldwide,” said Jim Lau, Foveon's CEO. “As we transition from being a research and development company to marketing our ground-breaking technologies, Todd and his team will be instrumental in Foveon's success.”

Todd Rockoff, who holds a Ph.D. in Computer Science from Carnegie Mellon University in Pittsburgh, PA, was most recently the Chairman and CEO of Intensys Corporation in San Jose, CA. Todd Rockoff will be reporting to Allen Rush.

About Foveon X3 Technology

The new line of Foveon image sensors utilize the company's new **Foveon X3** technology and are the world's first full-color image sensors that capture red, green and blue light at each and every pixel. This technology innovation results in sharper images, better color, and freedom from color artifacts common in present digital cameras. The **Foveon X3** image sensors are the first to detect color by embedding three photodetectors in silicon at every pixel location. The benefits of **Foveon X3** technology will be available for all classes of digital cameras, ranging from high-end professional systems to low-cost point-and-shoot cameras.

The name **X3** comes from a unique capability that the **Foveon X3** technology brings – the ability to capture three colors at each single pixel location. **Foveon X3** image sensors capture the full color of an image without using a color mosaic filter and without the expense, complexity, and limitations of multi-chip systems such as a 3-CCD camera or a multi-shot system.

About Foveon

Foveon, Inc. was founded in 1997 by Dr. Carver Mead, a pioneer in solid-state electronics and VLSI design. Foveon's mission is to develop innovative technology and products for digital cameras that maximize the full potential of digital photography. The company's recent accomplishments include: the highest quality professional studio portrait camera, the worlds first 16.8 million pixel CMOS image sensor and **Foveon X3**, the worlds first full color image sensor. Foveon is a privately held company. Investors include: National Semiconductor Inc., Synaptics Inc. and New Enterprise Associates.

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