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Huawei and FotoNation Strengthen Partnership with Collaboration on Latest Smartphones

FotoNation's Beautification Algorithms Implemented in Latest Huawei Models, Including P8 and Honor 7

SAN JOSE, Calif.--(BUSINESS WIRE)-- FotoNation Limited, a wholly owned subsidiary of Tessera Technologies, Inc. (NASDAQ:TSRA) and the leading provider of computational imaging solutions for mobile phones and digital still cameras, and Huawei, a leading global information and communications technology (ICT) solutions provider, today announced that Huawei will use FotoNation's FotoSavvy™ beautification algorithms in the cameras of its latest premium smartphones, the P8 and Honor 7, as well as additional upcoming models.

"The capability and quality of a smartphone's camera is increasingly becoming a key criteria for users evaluating these devices," said Gang He, President of Huawei mobile phone product line. "We consistently strive to provide our users with the best photography experience. FotoNation is a leader in the digital imaging space with a deep understanding of our devices. Implementing FotoNation technology in the P8, Honor 7, and other handsets is a critical step toward a simpler and more intuitive mobile camera experience."

FotoNation's beautification algorithms identify and interpret scene-influencing factors like light, color, gender and age when shooting still images or videos, and seamlessly adjusts settings to achieve the best possible picture. The increasing use of front-facing cameras to take 'selfies,' along with the shortcomings of existing technologies in the marketplace, drove the development of Perfect Selfie in the P8, as well as the beautification solutions in the Honor 7.

"Huawei is a world leader in the smartphone industry with a relentless drive to improve and innovate, and we are thrilled to extend our partnership with them as they set the course for the future of this market," said Sumat Mehra, SVP of marketing and business development at FotoNation. "We have demonstrated our ability to customize our technology to fully take advantage of the Huawei handsets' mobile imaging capabilities. This allows us to jointly deliver the best possible photography experience to the end user."

FotoNation's face-and-eye detection and tracking technologies, already found in 60% of tier-one smartphones, represent the foundation of our beautification suite of products. As part of the FotoSavvy™ product family, our beautification technology aims to change the way users experience mobile photography.

Safe Harbor Statement

This document contains forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve risks and uncertainties that could cause actual results to differ significantly from those projected, particularly with respect to the characteristics, benefits, and features of FotoNation technologies and the use of such technologies and the timing of implementation of such technologies in Huawei Technologies Co. Ltd. smartphones. Material factors that may cause results to differ from the statements made include the plans or operations relating to the businesses of Tessera Technologies, Inc. (the "Company"); market or industry conditions; changes in patent laws, regulation or enforcement, or other factors that might affect the Company's ability to protect or realize the value of its intellectual property; the expiration of license agreements and the cessation of related royalty income; the failure, inability or refusal of licensees to pay royalties; initiation, delays, setbacks or losses relating to the Company's intellectual property or intellectual property litigations, or invalidation or limitation of key patents; fluctuations in operating results due to the timing of new license agreements and royalties, or due to legal costs; the risk of a decline in demand for semiconductors and products utilizing FotoNation technologies; failure by the industry to use technologies covered by the Company's patents; the expiration of the Company's patents; the Company's ability to successfully complete and integrate acquisitions of businesses; the risk of loss of, or decreases in production orders from, customers of acquired businesses; financial and regulatory risks associated with the international nature of the Company's businesses; failure of the Company's products to achieve technological feasibility or profitability; failure to successfully commercialize the Company's products; changes in demand for the products of the Company's customers; limited opportunities to license technologies due to high concentration in the markets for semiconductors and related products and smartphone imaging; and the impact of competing technologies on the demand for the Company's technologies. You are cautioned not to place undue reliance on the forward-looking statements, which speak only as of the date of this release. The Company's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended Dec. 31, 2014 and its Quarterly Report on Form 10-Q for the quarter ended June 30, 2015, include more information about factors that could affect the Company's financial results. The Company assumes no obligation to update information contained in this

press release. Although this release may remain available on the Company's website or elsewhere, its continued availability does not indicate that the Company is reaffirming or confirming any of the information contained herein.

About FotoNation

FotoNation is giving life to computational imaging by merging technology with emotion. With technology in more than 60 percent of global tier-1 smartphones, FotoNation develops technologies that serve the computational imaging space for handsets and cameras, as well as the automotive, surveillance, security, and augmented reality markets. We create, innovate and deliver the next generation of computational imaging algorithms. We engineer new ways to reach the highest possible performance while keeping system requirements to a minimum. We have a long history of innovating and advancing the state of the art in image processing. More than a decade ago, we were the first to integrate a computational imaging solution in an embedded mobile device. Today, FotoNation remains the leader in computational photography and computer vision. Nearly two billion digital cameras and smart devices are powered by the imaging technologies designed by the sharp minds and passionate hearts of FotoNation engineers. For more information visit www.fotonation.com.

About Huawei Consumer Business Group

By 2014, Huawei's products and services have covered more than 170 countries, and a third of the world's population. Huawei's shipments of smartphones ranked third in the world in 2014. Huawei has 16 R&D centers have been set up in the US, Germany, Sweden, Russia, India, and China. Huawei Consumer Business Group is one of three businesses within Huawei, covering smartphones, mobile broadband devices, home devices and cloud services. Based on more than 20 years of Huawei's expertise in the telecom industry, built on Huawei's global network, worldwide operations and business partners, Huawei Consumer Business Group is dedicated to providing the latest technology to the consumers and bringing the joy of technological advances to people all around the world. Huawei acts on its word and fulfills dreams. For more information please visit: www.consumer.huawei.com

About Tessera Technologies, Inc.

Tessera Technologies, Inc., including its Invensas and FotoNation subsidiaries, generates revenue from licensing our technologies and intellectual property to customers and others who implement it for use in areas such as mobile computing and communications, memory and data storage, and 3DIC technologies, among others. Our technologies include semiconductor packaging and interconnect solutions, and products and solutions for mobile and computational imaging, including our FaceTools^{TM}, FacePower^{TM}, FotoSavvy^{TM}, DigitalAperture^{TM}, LifeFocus^{TM}, face beautification, red-eye removal, High Dynamic Range, autofocus, panorama, and image stabilization intellectual property. For more information call 1.408.321.6000 or visit www.tessera.com.

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