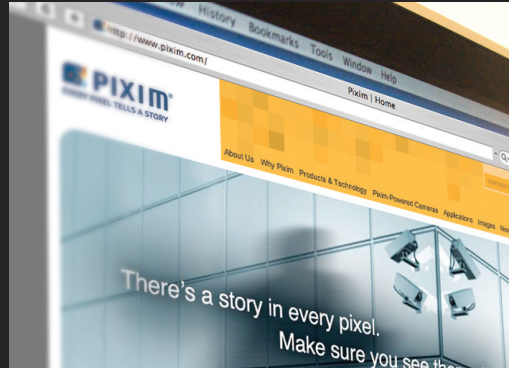


# Trademark Usage Guidelines



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## Introduction

Pixim's trademarks and logos are an important part of Pixim's valuable intellectual property. They are a means of communicating, differentiating and symbolizing Pixim's identity in the market.

To assist you in determining how, when and if you can use Pixim's trademarks and logos, Pixim has developed this Trademark and Usage Guide. If you have any questions, please send an email to [trademarks@pixim.com](mailto:trademarks@pixim.com).

## Who Do These Guidelines Apply To?

These Guidelines apply to Pixim employees, customers, partners, sales agents, licensees, consultants, outside vendors, and other third parties.

## Pixim Trademarks

Pixim, the Pixim corporate logo, and Digital Pixel System are registered trademarks of Pixim, Inc.

The Digital Pixel System logo, Every Pixel Tells a Story, Orca and Eclipse are trademarks of Pixim, Inc.

Pixim. Every Pixel Tells A Story.™

## Pixim Corporate Logo



- › This logo is Pixim's corporate logo. This logo is found on such materials as Pixim's business cards, letterhead, memos, and products.
- › Pixim rarely authorizes the use of its corporate logo to third parties. Exceptions may be made for events that Pixim is a co-sponsor or for authorized media members.
- › To request use of the Pixim Corporate logo, visit our website at [www.pixim.com/trademarks](http://www.pixim.com/trademarks). Your application will be reviewed

by the Pixim Corporate Communications Department. Most responses will be generated within two business days. If you have an urgent need, please note that in your application.

- › All applications to use the Pixim corporate logo must be accompanied by an acceptance to comply with Pixim's License Agreement and Pixim's Trademark Usage Guidelines.

## Pixim Ingredient Brand Logo



- › This logo represents the technology developed by Pixim.
- › Companies that may be eligible to use this logo:
  - ›› Original Equipment Manufactures (hereafter "OEMs") who purchase Pixim products from Pixim or from Original Development Manufacturers (hereafter ODMs) who include Pixim products within their system products.
  - ›› ODMs who purchase Pixim products from Pixim
  - ›› Other third party vendors who sell, specify or distribute products based on Pixim Digital Pixel System technology

- › To request use of the Digital Pixel System Logo, please visit our website at [www.pixim.com/trademarks](http://www.pixim.com/trademarks) and complete the application form. Your application will be reviewed by the Pixim Corporate Communications Department. Most responses will be generated within two business days. If you have an urgent need, please indicate that on the application.
- › All applications to use the Digital Pixel System logo must be accompanied by an acceptance to comply with Pixim's License Agreement and Pixim's Trademark Usage Guidelines.

## General Trademark and Logo Usage Rules and Conditions

1. Use of the Pixim Corporate Logo and/or the Pixim Ingredient brand Logo requires pre-approval from Pixim and an agreement to the terms and conditions of Pixim's License Agreement.
2. Any use of Pixim trademarks and logos must be (a) truthful, fair and not misleading, and (b) comply with Pixim's Guidelines, which may be modified by Pixim at any time at Pixim's sole discretion.
3. Always use a trademark as an adjective, accompanied by an appropriate noun.
4. Always use the proper spelling and the proper trademark symbol.
5. In all written materials including packaging, letters, memos, press release, white papers, advertising, slides, and other presentations:
  - a. Properly designate (with ® or ™) all of Pixim's trademarks and logos at the most prominent use and again on the first occurrence in copy
  - b. In the case of presentation graphics, trademarks and logos should be designated with the proper trademark symbol on each page and slide
6. Properly footnote and acknowledge trademark ownership identifying Pixim's trademarks and logo as being owned by Pixim, Inc.
7. Do not incorporate Pixim trademarks or logos into your own product names, service names, trademarks, logos or company names.

## Details on Using Pixim's trademarks and product names

Note: The only time you do not need to use the ® symbol after Pixim is when Pixim is referred to as the company itself.

### Use in Copy:

In letters, memos, press releases, white papers, articles, brochures, and advertising properly designate with ® or ™ all of Pixim's trademarks at the most prominent use and again on the first occurrence in the copy.

### Use in Presentations:

In presentations, trademarks should be designated on each page/slide.

### Approved Noun list

Always use a trademark as an adjective accompanied by an appropriate noun.

**Appropriate Nouns when using the trademark term: Pixim**

Pixim processors  
Pixim chipsets  
Pixim imagers  
Pixim technology  
Pixim reference design  
Pixim CDK  
Pixim mark  
Pixim brand  
Pixim name  
Pixim trademark  
Pixim-powered cameras  
Pixim-based cameras  
Pixim patents  
Pixim image sensor  
Pixim sensor  
Pixim management  
Pixim employee

**Appropriate nouns when using the trademark term: Digital Pixel System®**

Digital Pixel System technology  
Digital Pixel System mark  
Digital Pixel System name  
Digital Pixel System trademark  
Digital Pixel System brand  
Pixim recommends using the word “Pixim” in front of the “Digital Pixel System”.  
Example: Pixim Digital Pixel System technology

**Appropriate nouns when using the trademark term: Pixim®Orca™ or Orca™**

Pixim Orca chipset  
Pixim Orca imager  
Pixim Orca D1400  
Pixim Orca D1500  
Pixim Orca D1600  
Pixim Orca D2500  
Pixim Orca D1400 chipset  
Pixim Orca D1500 chipset  
Pixim Orca D1600 chipset  
Pixim Orca D2500 chipset

### **Appropriate Nouns when using the trademark term:** Pixim® Eclipse or Eclipse

Pixim Eclipse ambient light rejection technology

Pixim Eclipse technology

Pixim Eclipse ambient light rejection camera

Pixim Eclipse camera

### **Footnotes and Acknowledgements**

Properly footnote and acknowledge trademark ownership, identifying Pixim marks as being owned by Pixim, Inc.

### **Proper Use of Tagline in Copy**

Pixim. Every Pixel Tells A Story.™

## **Details on Logo Usage**

### **Pixim Logo Formats – from Printing to the Web**

Depending on how the logo will be used; it is important to choose the correct format.

#### **Offset printing:**

Use formats with CMYK (Cyan, Magenta, Yellow, Black) color values with high resolution such as EPS or TIF. Printers usually recommend graphics with CMYK values.

#### **Web or PowerPoint presentations:**

Use images in GIF or JPEG format at 72 dpi with RGB (Red, Green, Blue) values. RGB values are used for screen graphics and sometimes digital output printers. GIFs work well for colored backgrounds because the surrounding white background (or black background if the logo is reversed) is omitted, enabling the logo to be displayed without

a border. JPGs are often used for their compression or small file size. If using the JPG format for print, use 150 dpi or 300 dpi for the higher resolution. Because the provided logos in JPG format include a white background, they must be placed on white backgrounds.

### **Proper Pixim Corporate Logo Usage**

The Pixim Corporate logo has two elements, the logomark and the logotype. The logotype must always be used in conjunction with the logomark. Remember that the registered trademark ® symbol should always be included with the Pixim logo. The logo should only be reproduced with artwork provided by Pixim's Marketing Communications department. Logos that do not comply with the specifications in this guide must be discontinued and replaced with the appropriate compliant logo.

### Corporate Logo Presentation — Colored Backgrounds

The preferred presentation of the logo is the full color version of the logo on a white background, but light tints can also be used.



### Sizing Specifications

The preferred size of the Pixim logo for ads, brochures, datasheets and other printed materials is 1.25 inches. The logo, consisting of the logomark with the logotype, should never be printed smaller than 0.875 inches or you may encounter printing problems.



Optimum size  
1.25"



Minimum size  
0.875"

### Logo Clearspace

Ample white space must surround the logo for maximum readability. The minimum white space required is equal to X (X is equal to 1.5x the total height of the "M" of Pixim). To maintain the logo's visual integrity, leave adequate space between the logo and items such as text, titles, photographs or other symbols. At a minimum, the entire logo should be surrounded by the amount of white space indicated in the diagram below.



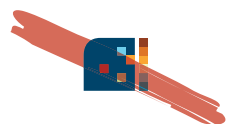
### Orientation

Always position the logo horizontally.

## Improper Logo Usage

While there are many possible examples of improper logo usage, here are some common ones to avoid:

- Altering the colors and fonts
- Disproportionately adjusting the size or distorting or rotating the logo in any way
- Placing the logo on a textured or patterned background that visually distorts the logo or makes it difficult to read
- Creating taglines, i.e., adding text to the logo
- Altering the space between “PIXIM” and the tagline
- Using the logotype without the logomark
- Displaying the logo without the registered trademark ®



Logo Colors:



EVERY PIXEL TELLS A STORY

Full Color Logo



EVERY PIXEL TELLS A STORY

One Color Logo



Pantone 548  
CMYK: C90 M22 Y0 K58  
RGB: R25 G88 B122  
HEX#: 00456B



Pantone 181  
CMYK: C0 M67 Y90 K42  
RGB: R158 G80 B31  
HEX#: 933C06



Pantone 159  
CMYK: C0 M66 Y100 K7  
RGB: R227 G111 B30  
HEX#: E36F1E



Pantone 1375  
CMYK: C0 M40 Y90 K0  
RGB: R250 G166 B52  
HEX#: FAA634



Pantone 1205  
CMYK: C0 M5 Y31 K0  
RGB: R255 G238 B187  
HEX#: FFEEBB



Pantone 297  
CMYK: C49 M1 Y0 K0  
RGB: R114 G205 B244  
HEX#: 72CDF4



Pantone Process Blue  
CMYK: C100 M0 Y0 K0  
RGB: R0 G174 B239  
HEX#: 0093D1



Pantone 1805  
CMYK: C0 M91 Y100 K23  
RGB: R191 G49 B26  
HEX#: BF311A



Pantone 374  
CMYK: C24 M0 Y57 K0  
RGB: R200 G223 B142  
HEX#: C8DF8E



Pantone 7536  
CMYK: C0 M4 Y22 K32  
RGB: R185 G176 B152  
HEX#: B9B098

### Proper Ingredient Brand Logo Usage

The Pixim Ingredient Brand logo must always include the registered trademark ®. The logo should only be reproduced from authorized reproduction artwork provided by Pixim's Marketing Communications department. Logos that do not comply with the specifications in this guide should be discontinued and replaced with the appropriate compliant logo.

### Ingredient Brand Logo Presentation — Colored Backgrounds

The preferred presentation of the logo is the full color version of the logo on a white background, but light tints can also be used.



### Sizing Specifications

The preferred size of the Pixim Ingredient Brand logo for ads, brochures, datasheets and other printed materials is 1.25 inches. The logo, consisting of the logomark with the logotype, should never be printed smaller than 0.875 inches or you may encounter printing problems.



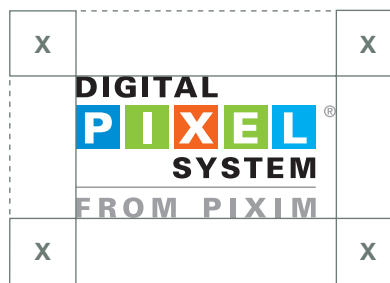
Optimum size  
1.25"



Minimum size  
0.875"

### Ingredient Brand Logo Clearspace

Ample white space must surround the logo for maximum readability. The minimum white space required is equal to X (X is equal to 1.5x the total height of any of the pixel box's). To maintain the logo's visual integrity, leave adequate space between the logo and items such as text, titles, photographs or other symbols. At a minimum, the entire logo should be surrounded by the amount of white space indicated in the diagram below.



### Orientation

Always position the logo horizontally.

## Improper Logo Usage

While there are many possible examples of improper logo usage, here are some common ones to avoid:

- Altering the colors and fonts
- Disproportionately adjusting the size or distorting or rotating the logo in any way
- Placing the logo on a textured or patterned background that visually distorts the logo or makes it difficult to read
- Creating taglines, i.e., adding text to the logo
- Filling in "PIXEL" inappropriately inside the boxes
- Altering the space between the words
- Using the logotype without the logomark
- Displaying the logo without the registered trademark ®



Logo Colors:



Full Color Logo



One Color Logo



Reversed Logo



Orange  
CMYK: C0 M75 Y100 K0  
RGB: R242 G101 B34  
HEX#: F26522



Green  
CMYK: C50 M0 Y100 K0  
RGB: R140 G198 B63  
HEX#: 8CC63F



Blue  
CMYK: C100 M25 Y0 K0  
RGB: R0 G143 B212  
HEX#: 00AEEF



Light Blue  
CMYK: C100 M0 Y0 K0  
RGB: R0 G174 B239  
HEX#: 0093D1



Gray  
CMYK: C0 M0 Y0 K45  
RGB: R157 G159 B162  
HEX#: 9D9FA2

## Helpful Hints

### Make it Easy For Your Customers To Find Pixim-Powered Cameras!

) DO USE the Digital Pixel System® technology logo in all your spec sheets, promotional materials, on your camera box and even on your camera! This is the ingredient that you want your customers to know about. The Digital Pixel System technology and logo lets your customers know that you have incorporated a technology that gives them PEACE OF MIND.



### When writing up your specifications:

- ) DO USE: Pixim® Digital Imager
- ) DO USE: Digital Pixel System® technology
- ) DO USE: Greater than 100dB
- ) DO USE 17-bit dynamic range and > 100dB dynamic range
- ) DO USE 32-bit image processing
- ) DO USE Progressive scan
- ) DO USE Global Electronic Shutter
- ) DO USE > 50dB SNR
- ) DO USE 53dB SNR (max)

### When talking about the Digital Pixel System® technology:

- ) DO NOT use DPS
- ) DO make sure it stands out: In your first reference, always say: Pixim's Digital Pixel System® technology
- ) Sell the benefits:
  - ① Unparalleled image quality across all lighting conditions – do not niche the product by only talking about extreme backlight conditions. Pixim cameras are not foiled by changes in lighting – making them ideal for ANY application.
  - ② Pixim-Powered cameras deliver the highest resolution HTVL x VTVL for NTSC/PAL cameras and provide superior color rendering (natural color).
  - ③ Pixim's all-digital (the only all digital technology) automatically eliminates image-compromising noise and glare to ensure the clearest images.
  - ④ This noise reduction means that Pixim cameras do not gobble up valuable disk space. Your customers can record at up to 3x the resolution and frame rates, without increasing the DVR recording duration. Note the size of this benefit depends on the DVR, Lens, and other factors.