PIXIM®
EVERY PIXEL TELLS A STORY

Pixim Fact Sheet

Overview

Pixim's chipsets are at the heart of hundreds of thousands of security cameras worldwide, capturing and delivering clear, accurate images in all lighting conditions.

Pixim's Digital Pixel System® technology revolutionizes the way video cameras capture and process images. Unlike traditional cameras, where each pixel cannot adjust to highlights and lowlights in the same scene, Pixim's patented Digital Pixel System technology empowers hundreds of thousands of pixels to act like individual cameras constantly self-adjusting. This ***all-digital*** system enables Pixim-powered cameras to efficiently capture the whole picture, regardless of lighting condition or application – thus securing the highest resolution, natural color and clarity, while automatically eliminating image-compromising visual noise (e.g., glare, reflections). The result is more than superb image quality; it is accurate, actionable information that gives users the strength of certainty.

Market Problem

In traditional, analog CCD cameras, all the pixels in the image sensor have the exact same shutter speed. As a result, every pixel receives the exact same exposure creating overexposed images in bright areas and underexposed images in dark areas.

Pixim Advantage

Pixim employs the only *all-digital* technology in the industry – the Digital Pixel System technology. Pixim's technology employs hundreds of thousands of self-adjusting pixels to act like individual cameras, eliminating image compromising visual noise and delivering the highest resolution, natural color and clarity, even in challenging lighting conditions. This all-digital system efficiently captures the whole picture, down to the crucial details so all the information is there when it is needed.

Products

Pixim's Digital Pixel System, is comprised of a digital image sensor, a digital image processor, and real-time software. Rounding out Pixim's offering, the company makes available a family of Reference Boards and a Camera Development Kit to speed time-to-market for security camera developers.

Applications

Pixim's chipsets are incorporated into hundreds of thousands of security cameras that ship to more than 90 countries worldwide – from retail stores to banks, all the way to Olympic stadiums.

Pixim's technology is ideally suited for a number of applications where security needs and challenging environments intersect, including:

- Financial Security
- Retail Security
- Industrial Security
- Gaming Security
- School/Campus Security
- Correctional Facilities
- Perimeter Security
- Airport Security
- Port Security
- Train Security
- Light Rail and Bus Security
- City Center Monitoring

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Awards

Pixim has won numerous awards, including:

- Security Sales and Integration "Top 30 Technology Innovations", 2008
- Frost and Sullivan Video Surveillance Technology Award, 2006
- CPSE (China Public Security Expo) Technical Achievement Award, 2007
- Award for its outstanding chipset, Protector Magazine, 2006
- Elekronik Magazine Product of the Year Award, 2006
- Access Control and Security Systems Product of the Year Award, 2006
- AlwaysOn Top 100 companies, 2003

Executive Management Team

- Chris Adams, President and Chief Executive Officer
- Ricardo Motta, Chief Technology Officer and Vice President, Imaging Systems
- Justin Reyneri, Ph. D, Chief Scientist
- Phil Holden, Vice President, Systems Engineering
- Thomas Ayers, Vice President, Engineering
- Dave Jensen, Vice President, Operations
- John Monti, Vice President, Marketing and Business Development
- Todd Rumaner, Vice President, Worldwide Sales

Investors

- Mayfield Fund
- Tallwood Venture Capital
- Ridgewood Capital
- Newbury Ventures
- In-Q-Tel
- Honda R&D Company, Ltd.

Pixim Headquarters

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