ViewSonic Extends Leadership with Pixelworks ImageProcessor Architecture for Full Line of New Advanced Display Products

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TUALATIN, Ore., Oct 16, 2001 (BUSINESS WIRE) --

ViewSonic(R) line-up powered by Pixelworks includes five new LCD monitors and LiteBird(R) series multimedia projectors

Pixelworks, Inc. (Nasdaq:PXLW), a leading provider of system-on-a-chip ICs for the advanced display market, announced today ViewSonic Corporation is implementing several series of advanced display products based on Pixelworks ImageProcessor Architecture.

By the end of 2001, the ViewSonic line-up powered by Pixelworks will include eight LCD monitors and its series of DLP(TM) and LCD-based LiteBird multimedia projectors.

As ViewSonic continues to expand its display products, Pixelworks offers industry-leading architecture to drive these new platforms. The breadth of products highlights the versatility of Pixelworks' system-on-a-chip and software architecture to support every segment of ViewSonic's business.

Pixelworks' ImageProcessor ICs are inside the entire line of ViewSonic's MegaPanel(TM) dual-interface LCD displays that include the 18.1-inch VP181, 20.1-inch VP201m and the stunning 23.1-inch VP230mb. The UXGA-resolution VP230mb has one of the world's largest display areas of any LCD monitor used for business applications. Additionally, ViewSonic chose Pixelworks for the upcoming affordably priced VX700 and VX800 multimedia monitors for the commercial and consumer markets. ViewSonic utilizes ImageProcessor chips in its LiteBird series of projectors, including the latest 3.3 pound, 1,100 lumen PJ350 projector introduced in June.

ViewSonic and Pixelworks have developed a strong relationship over the past three years. The first products the two companies collaborated on were the acclaimed XGA-resolution VP151 and SXGA-resolution VP181 LCD monitors that were introduced in October 1999. The ViewSonic VP151 LCD Monitor later earned two prestigious awards from PC Magazine including the "Editors' Choice" in May 2000 and a "Best of 2000" selection in December 2000, as well as numerous additional enthusiastic reviews from technical and consumer publications.

"As ViewSonic expands into new display technologies, we have teamed up with Pixelworks to help us deliver the most compelling, best performing LCD monitors and projection devices on the market," said John Morriss, vice president, ViewSonic Core Products Group. "We have benefited from using Pixelworks' consistent, flexible platform to bring multiple products to market rapidly."

"ViewSonic is a clear leader in the display industry which makes us especially proud to have them as a valued partner for most of our history," said Allen Alley, CEO, President and Chairman of Pixelworks, Inc. "We are looking forward to continuing our collaboration to help ViewSonic push the envelope on both price and performance."

About ViewSonic

ViewSonic Corporation, a Visual Technologies(TM) leader, offers comprehensive display solutions for today's business, Internet, education and entertainment markets. The company's products have won more than 1,000 awards globally from independent publications and organizations. Headquartered in Walnut, Calif., ViewSonic was founded in 1987 and is a privately held corporation with more than $1.3 billion in worldwide annual sales. For further information, contact ViewSonic at 800/888-8583 or 909/869-7976 or visit www.viewsonic.com.

About Pixelworks, Inc.

Pixelworks, headquartered in Tualatin, Ore., is a leading provider of system-on-a-chip ICs for the advanced display market. Pixelworks' solutions process and optimize video, computer graphics and Web information for display on a wide variety of devices used in business and consumer markets. Pixelworks ImageProcessor Architecture powers the world's most highly regarded flat panel display products, including monitors and projectors marketed by Compaq, Dell, NEC-Mitsubishi, Samsung, SANYO, Sony and ViewSonic. For more information, please visit the company's Web site at www.pixelworks.com.

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