



ViewSonic® Standardizes on Pixelworks™ ImageProcessors to Offer Advanced Compatibility in Newest Flat Panel Monitors

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Tualatin, Ore., October 27, 1999 — ViewSonic® Corporation, the top-selling monitor manufacturer in the United States, will be shipping in the fourth quarter of 1999 two new flat panel LCD monitors powered by Pixelworks™ ImageProcessors. The new ViewSonic flat panel monitors are the first flat panels to incorporate digital, analog and video inputs into the same display. ViewSonic chose Pixelworks' innovative single-chip ImageProcessors as the best display controllers capable of handling the complex task of delivering outstanding images on the screen regardless of the source.

The ViewSonic VP181 and VP151 ViewPanels®, an 18-inch SXGA-resolution and 15-inch XGA-resolution LCD monitors respectively, provide five inputs including two digital inputs, two analog inputs and one video input. The VP181 and VP151 accept DFP and DVI digital interfaces as well as worldwide video standards including NTSC, PAL and SECAM. The maximum input resolutions are UXGA for the VP181 and SXGA for the VP151.

The single-chip Pixelworks ImageProcessors are capable of handling the current analog and video standards and state-of-the-art digital standards including VESA Digital Flat Panel and the Intel-led Digital Display Working Group's Digital Visual Interface (DVI). The Pixelworks ImageProcessors offer wide ranging compatibility with nearly every personal computer and video source including broadcast, satellite, cable and digital television, VCRs and DVD players.

"ViewSonic is committed to making our ViewPanels as versatile as possible by giving our customers the ability to connect with virtually every computer and video source. Pixelworks ImageProcessors have made this a reality by delivering an innovative and cost-effective chip capable of handling the current and cutting-edge digital visual standards," said Marc McConnaughey, Vice President of Technology and Sourcing for ViewSonic.

"ViewSonic has a solid track record in developing innovative, award-winning display products. We are pleased that our ImageProcessors are enabling industry leaders like ViewSonic to quickly develop and introduce the next generation of high-performance advanced display products," said Allen Alley, CEO and Chairman of Pixelworks.

The Pixelworks ImageProcessors automatically interpret and adjust incoming computer graphics and video signals to ensure that the highest-quality images are displayed. Pixelworks' state-of-the-art ImageProcessors enable ViewSonic to offer advanced image enhancement features in its flat panel monitors. The unique Pixelworks' automatic image optimization gives users true "plug and play" functionality.

Both the VP181 and VP151 employ Pixelworks' exclusive picture-in-picture (PIP) feature. For the first time customers can simultaneously have a video window on the screen while showing an analog computer source.

Another feature powered by the Pixelworks ImageProcessor is ViewSonic's ViewMatch® color control system. Using the ImageProcessor's gamma control, a user can adjust the shade and tone of colors on the screen. For example, a graphic designer could set her display to show colors exactly as they appear on a printed page.

About ImageProcessor Technology

Pixelworks ImageProcessors are a significant enabling technology driving the broad adoption of advanced display products. Pixelworks ImageProcessors "system-on-a-chip" integrated circuits (ICs) are the world's first and only single-chip display controllers. ImageProcessors from Pixelworks are creating new benchmarks in image quality, broad compatibility, effortless ease of use and lower overall system cost for advanced display products.

ImageProcessors replace several discrete components dramatically lowering costs and speeding time to market. Pixelworks ImageProcessors' common display controller platform can be used with any advanced display product including monitors, projectors and televisions using LCD, gas plasma and Digital Light Processing (DLP) technologies.

About ViewSonic Corporation

ViewSonic Display Technology™ products have won more than 550 awards from independent publications and organizations. ViewSonic's leadership position is further supported by being ranked as the United States' No. 1 best-selling flat panel display provider by Display Search (Q199) and the No. 1 best-selling independent monitor brand by Stanford Resources (Monitrak Q299).

With headquarters in Walnut, Calif., ViewSonic offers comprehensive display solutions for today's education, entertainment, business, Internet and professional markets. As of March 1999, ViewSonic is one of only 200 North American companies to receive the ISO 14001 Environmental Management System certification from its registrar, the British Standards Institution.

For further information, contact ViewSonic Corporation via telephone at (800) 888-8583 or (909) 869-7976; facsimile at (909) 468-3736; or Internet at www.viewsonic.com.

About Pixelworks, Inc.

Pixelworks is the developer and global supplier of "system-on-a-chip" ImageProcessors, a significant enabling technology driving the broad adoption of advanced display products. Using proprietary technologies and advanced design methodologies, the company designs, develops and supplies integrated circuits for some of the most significant display markets including flat panel monitors, televisions and multimedia projectors.

Pixelworks Inc., headquartered in Tualatin, Ore., is a privately held fabless semiconductor company founded in 1997. The company introduced the world's first ImageProcessor in 1998. Pixelworks is one of Red Herring's "Ten to Watch" for 1999, a recognition of companies in the early stage of development that show promise of growing into global technology leaders.

For more information about Pixelworks, call (503) 612-6700 or visit the company's Web site at <http://www.pixelworksinc.com>