



## Syntax-Brilliant Selects Pixelworks(R) DNX(TM) Video Processing Technology for New Line of Olevia '3 Series' Mainstream LCD Televisions

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TUALATIN, Ore.--(BUSINESS WIRE)--July 27, 2006--Pixelworks, Inc. (NASDAQ:PXLW), a leading provider of system-on-chip ICs for the advanced display industry, today announced that Syntax-Brilliant Corp. (NASDAQ:BRLC) is entering production on a new line of Olevia 3 Series LCD HDTV Ready televisions utilizing Pixelworks DNX(TM) video processing technology. The new widescreen Olevia LCD TV models, ranging in size from 23-inches to 42-inches, are intended for general consumer use and will be introduced incrementally to the market through September 2006.

The Olevia 3 Series LCD TVs from Syntax-Brilliant are feature-rich LCD TVs designed to be equally suitable for viewing high-definition and standard-definition television as well as for watching DVDs, VCR tapes and video games. These Olevia models are ideal for consumers who receive broadcast services through cable or satellite set-top boxes, or analog cable users who connect to VCRs and therefore don't need a TV tuner to display content. In addition, Syntax-Brilliant offers consumers the unique ability to upgrade the firmware in their sets and access the latest features by downloading updates from Syntax-Brilliant's website using Olevia's USB port to perform the simple upgrade procedures.

"We worked closely with Pixelworks' engineering team to ensure that our Olevia 3 Series models delivered outstanding video performance and superior features -- including our proprietary Director's Image(TM) and Big Picture Technology(TM) -- at an affordable price point. We are very proud of the result and believe that these new Olevia TVs will set a new price-performance benchmark for televisions targeting the mainstream retail market," said Sam Miller, Chief Product Officer of Syntax-Brilliant.

"Syntax-Brilliant has quickly established itself as one of the fastest growing television brands in the world by developing exciting products that are right on target in terms of price and features. We are proud that they chose Pixelworks to anchor their new Olevia 3 Series LCD televisions and that DNX(TM) branding will be integrated into the marketing campaign," said Allen Alley, President, CEO and Chairman of Pixelworks, Inc.

The Olevia 3 Series televisions are in production and will be reaching consumers during the next two months. Syntax-Brilliant has distribution agreements in North America with many leading retailers ranging from national and regional stores and online sites to specialty audio/video outlets.

About Syntax-Brilliant Corp.

Syntax-Brilliant Corporation ([www.syntaxbrilliant.com](http://www.syntaxbrilliant.com)) is one of the world's leading manufacturers and marketers of LCD and LCoS(TM) HDTVs and digital entertainment products. The company's lead products include its Olevia brand ([www.olevia.com](http://www.olevia.com)) of widescreen HDTV Ready and HD-built-in LCD TVs -- one of the fastest growing global TV brands -- and its Gen II LCoS(TM) 720p and 1080p rear-projection HDTVs for the high-end video/audio market. Syntax-Brilliant's global supply chain, Asian operations and North American sales channels position the company as a market leader in consumer and high-end HDTV and digital entertainment products.

About Pixelworks, Inc.

Pixelworks, headquartered in Tualatin, Oregon, is a leading provider of system-on-chip ICs for the advanced display industry. Pixelworks' solutions provide the intelligence for advanced televisions, multimedia projectors, digital streaming media devices and flat panel monitors by processing and optimizing video and computer graphics signals to produce high quality images. Many of the world's leading manufacturers of consumer electronics and computer display products utilize our technology to enhance image quality and ease of use of their products.

For more information, please visit the company's Web site at [www.pixelworks.com](http://www.pixelworks.com).

Safe Harbor Statement

This press release contains statements that are forward-looking statements within the meaning of the Securities Litigation Reform Act of 1995. Statements such as "The Olevia 3 Series televisions are in production and will be reaching consumers during the next two months" are based on current expectations, estimates and projections about the companies' respective businesses. These statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions that are difficult to predict. Actual results could vary materially from the description contained herein due to many factors including business and economic conditions; changes in growth in the advanced display industry, including without limitation the HDTV or analog TV industries; competitive factors such as rival television products or pricing; discovery of any material and currently unknown product problems; shortages of manufacturing capacity from or failures in timely delivery by third-party manufacturers; litigation involving antitrust and intellectual property and other risk factors listed from time to time in the companies' respective Securities and Exchange Commission filings. In addition, such statements are subject to the risks inherent in investments in and acquisitions of technologies, including the timing and successful completion of technology and product development through volume production, integration issues, unanticipated costs and expenditures, changing relationships with customers, suppliers and strategic partners, and potential contractual, intellectual property or employment issues. The forward-looking statements contained in this press release speak only as of the date on which they are made, and neither company undertakes any obligation to update any forward-looking statement to reflect events or circumstances after the date of this news release. If either company does update one or more forward-looking statements, investors and others should not conclude that the company will make additional updates with respect thereto or with respect to other forward-looking statements.

Pixelworks(R) and DNX(TM) are trademarks of Pixelworks, Inc. All other trademarks are the property of their respective owners.

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