

Pioneering Client Communication

PIXIM IS BRINGING THE FUTURE OF DIGITAL IMAGES INTO FOCUS

**STRATEGY
TO
SHARE**

UNPARALLELED SERVICE

Pixim's training programs go beyond camera customers, reaching out to systems integrators, distributors, reps, resellers and installers. As a result, Pixim has started educating the entire surveillance supply chain about the benefits of its products. Pixim works with its customers, from sales calls to major installations, to provide valuable tools to help clients utilize its product line.

LOOKING AHEAD...

Pixim's future ambition is to become a mainstream supplier of its digital-imaging technology. "Our short-term goal is to expand from having really unique solutions for hard-to-solve problems to being a mainstream supplier—making our kit very available to a much broader audience," Adams explains.

by Christopher Cussat

For years, success and technological advancements have been consistently coming into focus for Chris Adams, president and CEO of Pixim. This digital-imaging magician has the ambition, knowledge, and expertise to clearly visualize and foresee the future of his company.

Pixim is a semiconductor producer that sells chipsets and firmware for use in various types of digital cameras. "We're focused on the video security-camera segment right now," Adams notes. The company is known as a high-end service organization that provides complete solutions including software and actual camera designs. In addition, Pixim supplies an amazing amount of marketing support for its customers.

Currently, the company offers mostly commercial applications that help solve very difficult imaging issues. For example, one major challenge with security cameras revolves around lighting, Adams explains. "There are a lot of imaging problems that people tend to assume are unsolvable, but Pixim has solved them," he says. "We actually have cameras that run 24/7 and deal with all sorts of lighting conditions."

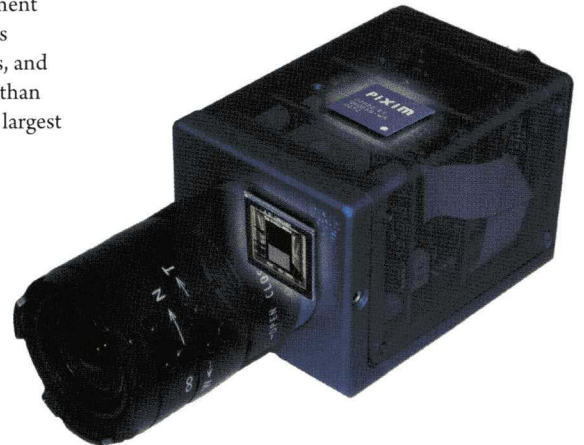
Pixim's customers cover a vast international landscape and diverse industry sectors. John Monti, Pixim's vice president of marketing and business development, says, "The people who are buying Pixim technology and then selling it into the security market are some of the largest security-equipment vendors in the world." In fact, the company has already sold more than a million of its chipsets, and the cameras using them are deployed in more than 100 countries around the world. "Some of our largest

and closest customers are household names like General Electric, Honeywell, Pelco, Cisco Systems, JVC, Siemens, and Tyco," Monti adds.

There are a dramatic number of impressive installations around the world where Pixim products can be found. "Cameras based on our technology are in the Olympic Stadium in Athens, in Yankee Stadium in New York, as well as in the Vatican," Monti says. Pixim technology is also utilized in more than 20 major international airports, including Bangkok, Copenhagen, Frankfurt, Manchester, Paris, Shanghai, and Sydney. "Additionally," Monti adds, "our customers have cameras in many transit systems in cities like Las Vegas, Miami, New York, Toronto, and Shenzhen." Another important client segment for Pixim includes supplying technology deployed inside security cameras for large banks like Wells Fargo, Barclays of London, Bank of America, and the Bank of Saudi Arabia.

A quick glance at Adams' circum vitae immediately reflects the winning and groundbreaking trajectory of Pixim's success. After working on a technical undergraduate degree in engineering, where he studied image compression, and then completing his graduate work at Stanford University Business School, Adams became a member of the MPEG committee, which created standards for much of the technology

APPLICABLE TECHNOLOGY: Pixim's digital-image sensor and processor function much like the human eye, with two-way, real-time interactivity to capture the highest-quality video possible.



RAINBOW AND PIXIM

Partnering to provide the best picture when you need it most.



CUSTOMIZED SOLUTIONS:
Cameras based on Pixim's Digital Pixel System technology protect world-renowned venues such as the Olympic Stadium in Athens (right) and prevent visitors and residents from being victimized by crime in Vatican City, (below).

now used in DVD players, HDTVs, and digital-satellite and cable television-set top boxes. The list of companies where he previously held executive positions reads like a high-tech who's who: Hewlett-Packard, DiviCom, and C-Cube Microsystems. Adams later worked for Tallwood Venture Capital, which is the largest shareholder of Pixim. This exposure and connection eventually led Adams to his current position, and it has given him a unique "other side of the table" perspective, inspiring him to lead Pixim progressively and creatively into the future.

Pixim's competitiveness can also be attributed to its patented technology called the Digital Pixel System technology. "With this technology," Adams says, "we move digital techniques deeper into the image sensor than anyone else has done. As a result, we're able to solve new problems and produce better-quality images."

Pixim's vision of the future includes becoming a mainstream supplier of its technology. "Our short-term goal is to expand from having really unique solutions for hard-to-solve problems to being a mainstream supplier—making our kit very available to a much broader audience," Adams explains. This will be accomplished by continuing to hone an already-effective business plan and high-quality product. "I think it's taking the learning that we've had over the last 10 years and perfecting the technology, so it really hits all the sweet-spot needs of the mainstream customer," Adams adds.



“There are a lot of imaging problems that people tend to assume are unsolvable, but Pixim has solved them.”

Chris Adams, President & CEO






Adams predicts that Pixim will be a major player in the expansive future of camera technology. “The video-security-market segment is actually pretty explosive in terms of growth,” he says. “For example, London is well known for being extremely well covered with video—that’s one city on this enormous planet. What’s happening is that the rest of the world is gradually copying that model, so it’s already a fairly large market, but it’s showing signs of becoming a huge business opportunity.”

When asked about his accomplishments at Pixim, Adams prefers to defer to the company’s next strategic move. “When we take this great technology and make it available to the mainstream,” he says, “it’s going to result in Pixim becoming a pretty big and successful company—so ask me again in about a year.” [P]



RAINBOW AND PIXIM

Partnering to provide the best picture when you need it most!




WDR WIDE DYNAMIC RANGE DIGITAL COLOR CAMERA

Standard Camera
Rainbow WDR

- Unparalleled Image Quality Across All Lighting Conditions
- Delivering Natural Color and the Highest Resolution
- Eliminates Image-Compromising Noise

Rainbow / International Space Optics
(949) 260-1599 • www.rainbowcctv.com





We salute Jeff Burgener and the entire team at Transwestern General Agency for their consistent commitment to:

- ☉ Service
- ☉ Quality
- ☉ Professionalism

Burlington Insurance
group

Guilford Specialty
group