



For Immediate Release

Pixel Magic Launches Localized HDTV Receiver as Hong Kong Goes Digital

*Pixel Magic and its strong local partner-network deliver a variety of options for
Hong Kong consumers to enjoy high-definition television broadcasts.*

Hong Kong, 3 January 2008 – Local technology company Pixel Magic™ today unveiled a high-definition television (HDTV) receiver that has been designed specifically for the Hong Kong market. The company has also established a network of local partners to promote HDTV broadcasting, which was officially introduced in Hong Kong on 31 December 2007.

Pixel Magic's MTV3000 DMB-TH Terrestrial HDTV Receiver, or MAGIC TV™, meets the national standard for HDTV broadcasts (GB 20600-2006) announced by the Standardization Administration of China in August 2006. It also, therefore, complies with HKTA 1108, the specified transmission standard for Hong Kong. Furthermore, this innovative set-top receiver comes with a graphical user-interface that is tailor-made for local users, with support for traditional and simplified Chinese characters, and English.

MAGIC TV will ensure that viewers enjoy a superb rendition of HDTV picture quality. It is the only HDTV receiver in the local market to support Full HD 1080p output via HDMI and comes with a built-in Sigma Designs 8635 processor, which is also adopted by world renowned Blu Ray disc manufacturers such as Sony and Samsung. The receiver is also designed to support future upgrades in digital functionality; for example, MHEG5 technology caters to future demands for Digital Interactive Television.

"MAGIC TV offers Hong Kong's television viewers the best option to enjoy the new era of television broadcasts," says Nelson Choi, director, Pixel Magic Systems Ltd. "In addition to having features for the highest standards of HDTV images, digital functionality and easy set up, our partnerships with retailers and hardware manufacturers provide customers with more convenience and choice."

To offer the public in Hong Kong more convenience in switching to HDTV broadcasts, Pixel Magic has established a strong and wide network of partnerships, which includes local retailer Fortress and leading TV brands Samsung, Sharp and Sony.

Fortress is the exclusive retail channel of Pixel Magic's MTV3000 which is available at HK\$2,680. As of December 2007, Samsung, Sony and Sharp have been offering premium bundles of selected products with the MAGIC TV receiver :

- Samsung customers who purchase F8 series, N8 series, M8 series and 40" R8 series LCD TV, as well as 1080p Plasma TV will be offered MTV3000 for free as premium bundle *
- Sony customers who purchase Sony Bravia X series and W series (52", 46" and 40") will be offered MTV3000 for free **
- Selected models of Sharp Aquos LCD TV will also be offered MTV3000 as bundle

Unique features of Pixel Magic's Magic TV, the MTV3000 :

1. Support Full HD 1080p output via HDMI
2. Full HD User Interface (Menu+EPG)
3. User friendly, guided step by step Magic TV setup
4. Learning Remote Control with backlit
5. Front panel display for TV channel status etc.
6. Support Hong Kong Chinese characters

For more information, please visit: www.magictv.com.

* *Eligible Products: LA52F81BX / LA46F81BX, LA52N81BX / LA46N81BX / LA40N81BX, LA46M81BX / LA40M81BX, LA40R81BX, PS63P71FHX / PS50P91FHX*

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** *Eligible Products: KLV-52X350A / KLV-52X300A / KLV-46X350A / KLV-46X300A / KLV-40X350A / KLV-40X300A, KLV-52W300A / KLV-46W300A / KLV-40W300A*

About Pixel Magic

Founded in 2003, Pixel Magic Systems Ltd. is a privately-held video technology equipment manufacturer for home theater and professional AV markets. With offices in Hong Kong and San Jose, California, Pixel Magic has dealer/distributor networks for its own brand products in over 25 countries and ODM/OEM customers in Europe and the USA.

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