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Pixera Introduces Guppy Family of Compact CCD Cameras

Advanced technology and innovative designs set new standards for image quality, power consumption, flexibility, and cost.

Distributors, Systems Integrators, VARs, and OEMs targeted in video email, video conferencing, security/CCTV, and industrial markets.

Pixera Corporation, Los Gatos, CA - September 29, 1998

Pixera Corporation announced today a family of compact analog and digital video cameras designed for video email/conferencing, security/CCTV, industrial and medical markets. The products, code-named Guppy, are the first color analog and digital video cameras to combine very compact size, high image quality and flexibility with low cost and very low power consumption. Guppy cameras share a unique architecture that enables significant customization to meet the specific application requirements of OEMs, Systems Integrators, VARs and Distributors in a wide variety of markets. Pixera's Guppy cameras deliver the cost efficiencies and low power consumption promised by CMOS-based cameras, with the superior image quality, sensitivity, resolution, and reliability of CCD-based technology.

Guppy Advantages – Architecture, Image Quality, Power Consumption, Flexibility, Cost

Guppy cameras have several advantages over other analog or digital video cameras. Guppy cameras share a unique, minimum component, low-power consumption architecture with a 1/4" IT-CCD with 270,000 pixels and a proprietary multi-function, programmable Digital Signal Processing (DSP) chip forming the core of the breakthrough camera design.

Image Quality

- Guppy's advanced technology and unique design delivers cameras with very low noise, accurate color reproduction and excellent sensitivity and S/N ratio.
- Guppy's CCD image sensor provides superior sensitivity, S/N ratio, and dynamic range over CMOS-based cameras.
- Guppy's DSP enables customized image processing to meet almost any imaging requirement.

Power Consumption

- Most Guppy cameras, depending on the model, consume less than half the power of the typical analog video camera.
- Guppy cameras consume less power than even many CMOS-based color camera systems.

Flexibility

- Guppy cameras can be very compact and can be designed for many types of form factors.
- Guppy's multi-function, programmable DSP can be adapted to many customer requirements.
- Guppy cameras support the widest range of analog and digital video output formats, NTSC, PAL, Y/C, YUV, and RGB. In some models, both analog and digital formats are available concurrently.

Cost

- Guppy's unique architecture and design enable products to be produced at costs that deliver today on the cost efficiency promises of CMOS camera vendors.

The Guppy Family

Currently six series of Guppy cameras are available – 3 series of enclosed camera, and three series of board level camera. Most of the products offer lens, power, and packaging options to meet particular channel or application requirements. Pixera also offers customized versions to OEMs, VARs, and Systems Integrators.

PXG-100 Series

One of the world's smallest high quality color video cameras, the PXG-100 Series is designed for OEM solutions, security/CCTV, and industrial applications. PXG-100 cameras measure just 23mm (W) X 46mm (H) X 9.8mm (D) including the glass element pinhole lens. NTSC and PAL versions are available.

PXG-150 Series

PXG-150 Series cameras share the image quality, low power consumption, and compact size of the PXG-100 series in a unique and flexible camera enclosure specifically designed to adapt to notebook and desktop video communications requirements. Targeted at OEMs, and VARs providing video email and desktop/notebook videoconferencing solutions, PXG-150 Series cameras produce very low noise enabling video codecs to operate at optimum efficiency. NTSC and PAL versions are available.

PXG-1000 Series

PXG-1000 Series cameras offer unique flexibility to meet a wide range of requirements in industrial and security/CCTV applications. Featuring plug-and-play audio/video and power connections, built-in audio and optional CS/C-mount lens configurations, some models of the PXG-1000 Series can even operate using only 2 AA batteries for up to 6 hours.

PXG-200 Series

Board-level cameras in the PXG-200 Series support analog (NTSC, PAL), digital (YUV) or simultaneous analog and digital video output signals. The low power requirements, compact size (47 mm (W) x 32mm (H)) , very low noise, and lens options make PXG-200 Series cameras a perfect choice for video communications and industrial applications.

PXG-300 Series

The PXG-300 Series provides OEMs, VARs, and Systems Integrators with the board-level product of the PXG-1000 Series cameras. NTSC and PAL versions are available.

PXG-400 Series

The unique mini-circular shape and compact size (30mm (L) x 23mm (D)) of this board-level series enable PXG-400 cameras to fulfill a wide range of application requirements in industrial, security/CCTV, and inspection markets. Optional configurations with built-in white LEDs for low-light environments enhance the excellent image quality, S/N ratio, and flexibility of these cameras. NTSC and PAL versions are available.

Guppy Pricing and Availability

Guppy products are available now in sample and production quantities to OEMs, Systems Integrators/VARs, and Distributors depending upon the model. Guppy product pricing varies by model and volume discounts are available and will vary by distribution channel. Large volume customers will be able purchase Guppy cameras at prices significantly under \$50. Sample products of Guppy board level products range from \$199- \$600 per sample.

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About Pixera

Pixera Corporation, founded in 1995 is the premier developer of high-resolution digital and innovative analog & digital cameras. Engineered with world's most advanced technologies for camera design and image processing software, our products deliver unequalled image quality, price/performance and reliability. Pixera targets the Professional markets in Security/Surveillance/CCTV, Scientific Imaging and Video Conferencing through a worldwide network of distributors, system integrators, resellers and OEM's. Pixera also offer customized solutions for special needs. The Pixera URL is www.pixera.com