

## Sony Agrees to Acquire Pixim

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Sony Electronics Inc. agrees to acquire Pixim Inc., the Silicon Valley-based designer and maker of chipsets for security cameras.

Sony aims to utilize Pixim's image sensor technologies and engineering design expertise to further strengthen its own image sensor semiconductor business.

Supposedly, Pixim company and product brands (Seawolf, Nightwolf, etc) will remain unchanged as well as Pixim sales, customer support, and technical support contacts.

After leadership in WDR-enabled SD cameras, Pixim (according to experts) tripped over the market's shift to megapixel. Pixim has released enhancements to their SD WDR lines (e.g., the IR optimized Nightwolf), but Pixim failed to reach into the segment with the biggest market growth.

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