



Press Release

PixArt reports 2010/Q3 results

Issued on: 2010/10/28

Hsin-chu, Taiwan, R.O.C., October 28, 2010 – PixArt today announced operating results for 3Q2010. The revenue decreased by 17.7% QoQ to NT\$ 975 million. The gross margin slightly increased to 45.8% in 3Q2010 from 45.6% in 2Q2010 due to favorable product mix change. The operating expense was NT\$ 224.5 million in 3Q2010, decreased by 9.8% from NT\$248.8 million in 2Q2010. The net income decreased by 28.4% QoQ to NT\$ 204.3 million and the basic earnings per share was NT\$ 1.59 in 3Q2010.

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