



## **ArcSoft Receives \$20M Investment to Expand Development of Advanced Multimedia and Imaging Technologies and Software Applications**

Combined \$20M Investment from Intel Capital and Tudor will fund development of next-generation embedded imaging and multimedia technologies, and apps for next-generation computing and entertainment devices

Fremont, California – September 19, 2011. ArcSoft, Inc., the industry leading software provider of multimedia technologies and applications across desktop, mobile and embedded platforms,, announced today that **Intel Capital**, Intel’s global investment organization and **Tudor Ventures**, an internationally recognized diversified investment management firm, has invested a combined \$20M in ArcSoft to accelerate and expand development efforts for its advanced multimedia and embedded imaging technologies and software applications, with an eye toward emerging computing and entertainment platforms.

“The funding we’ve received from Intel Capital and Tudor will drive core technical advancements and develop innovative products for smart phones, tablets, PCs and other smart digital consumer electronics devices,” said Michael Deng, Founder and CEO of ArcSoft. “By investing in ArcSoft, Intel Capital and Tudor have become strategically aligned with us to help develop and deploy next-generation imaging and multimedia solutions for both the after-market and OEM market segments.”

“Intel is interested in enabling compelling user experience that utilizes the capabilities of our leading microprocessors. ArcSoft’s suite of multimedia applications enables this on Intel platforms,” said Mooly Eden, Vice President and General Manager of PC Client Group at Intel Corporation.

“ArcSoft has demonstrated the proven ability to gain top-tier OEM customers and partners making ArcSoft software critical to the success of devices based on Google’s Android operating system,” said Dan MacKeigan, Partner at Tudor Ventures. “The company has an exceptional track record and management team, and we are delighted at the prospect of supporting their expansion strategies.”

ArcSoft offers fully integrated software solutions to both Consumers and OEM Manufacturers for providing a complete user experience that spans across smart phones, feature phones, tablets, PCs, smart TVs, and cameras. ArcSoft has built a strong portfolio of system-optimized camera solutions, multimedia frameworks, middleware, core modules, and products for imaging and multimedia applications in embedded, PC, and server platforms. To maintain its leading-edge position, ArcSoft continuously invests in development of future technologies, including 3D Reconstruction, 3D UI, Human Face Process and Recognition, Body and Gesture Recognitions, and more. To learn more information about ArcSoft products and technologies, please visit [www.arcsoft.com](http://www.arcsoft.com)

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**About ArcSoft**

ArcSoft, Inc. is an industry leading software developer of multimedia technologies and applications across desktop, mobile and embedded platforms. Working closely with major OEM manufacturers, ArcSoft offers a full line of imaging and video solutions that enhance the features, performance, and user experience of mobile phones, digital cameras, optical drives, personal computers, and consumer electronics devices. For further details, visit [www.arcsoft.com](http://www.arcsoft.com).

**About Tudor Ventures**

Tudor Ventures is the venture capital and private equity arm of Tudor Investment Corporation, an internationally recognized, diversified investment management firm. Tudor Ventures provides growth capital to later-stage technology and services companies. For more information, please visit [www.tudorventures.com](http://www.tudorventures.com).

**Media Contact:**

Vickie Wei  
510-440-9901  
[vwei@arcsoft.com](mailto:vwei@arcsoft.com)

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