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News Release

Intel Capital Invests in Brazilian Healthcare Technology Company Pixon

Investment marks Intel Capital's First Latin American Healthcare IT Investment

SÃO PAULO, December 19, 2011 - Intel Capital, Intel's global investment and M&A organization, has made its first Latin American healthcare IT investment in Pixon, a medical imaging software company. Headquartered in Florianópolis, Brazil, Pixon specializes in Picture Archiving and Communication Systems (PACS) which enable the digital management and processing of medical images. Pixon will use the investment to boost its sales and marketing activities.

Pixon is leading healthcare IT innovation in Latin America by making the transition to digital technology possible. Most Latin American hospitals and clinics still print medical imaging information on expensive medical films. With the adoption of Pixon's PACS, hospitals and clinics can significantly reduce the usage of medical films, amounting to substantial cost savings and better diagnostics. Pixon offers this technology as a Software as a Service (SaaS), allowing customers pay for the product according to usage.

"The main benefits of Pixon's products are the reduced conventional medical film costs and improved diagnostic quality, providing doctors with an efficient and more accurate tool to carry out procedures," said Fernando Peixoto, CEO and shareholder at Pixon. "The technology allows up to an 80 percent reduction in the need to print on special film, speeding up workflow and the distribution of medical images in a healthcare establishment."

"Pixon's technology provides the over 7,500 hospitals and 7,000 diagnostic clinics in Brazil the ability to adopt innovative digital imaging solutions," said David Thomas, Managing Director, Intel Capital Latin America. "The adoption of advanced image processing technologies will help the healthcare industry to invest more in IT infrastructure, thereby speeding up internal processes and ensuring better quality in healthcare service and diagnostics."

Pixon has been in the Brazilian healthcare technology market for more than eight years and earlier this year entered Argentina. With this new round of investment, Pixon aims to expand its business, which will entail doubling business development employee headcount while also managing current contracts. Claudia Goulart, former CEO of GE Healthcare in Latin America, will join Pixon's board as an independent member. Major shareholders in the company, including Fernando Peixoto and Iomani Engelmann, will fill other positions. Pixon's new business development focus will include technologies in new generation of PACS Aurora and 3D viewing technologies.

Dave Thomas is a Managing Director with Intel Capital and is responsible for all of Intel Capital's investment activities in Latin America. Dave's team includes investment professionals Ricardo Arantes, Fabio dePaula and Alexandre Villela, all of whom are based in Sao Paulo. Alexandre is the investment officer for Pixon. Intel Capital has a strong track record in Brazil with local investors in Latin America since 1999 and more than 11 years of experience doing investments in the region.

About Píxeon

Píxeon specializes in the research and development of solutions for health diagnostics by image sector. Píxeon provides services to hospitals and clinics throughout Brazil, some of which are considered pioneers and leaders in the country's healthcare industry. Headquartered in Florianópolis (SC), it provides national companies located in all five Brazilian regions. Today, it has more than 150 installed PACS units. With PACS Aurora it is possible to digitalize, store and transmit images generated in any piece of diagnostic equipment. Consisting of different modules, it offers components that work from collecting, storage and handling exams to, managing, sharing, comparing results, image reconstructions in two or three dimensions (2D or 3D), sharing between computers in the same network and through the Internet, plus recording manager for CDs and DVDs.

About Intel Capital

Intel Capital, Intel's global investment and M&A organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, mobility, health, consumer Internet, digital media, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10.4 billion in over 1,185 companies in 51 countries. In that timeframe, 194 portfolio companies have gone public on various exchanges around the world and 286 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

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