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Matrox announces new Parhelia™ APVe, a PCI Express graphics card designed for creative professionals

Features Dual-display plus HDTV and TripleHead output with razor sharp image quality for unprecedented Audio, Photo and Video editing productivity

DV Expo West, Los Angeles, December 8th, 2004 — Matrox Graphics Inc., the leading manufacturer of professional graphics solutions, is pleased to announce the Parhelia™ APVe, a PCI Express (PCIe) graphics card designed specifically for creative professionals. Featuring the industry's first Dual-display plus HDTV output from a single graphics card, the Parhelia APVe lets users extend and place timelines, tracks, windows and menus across two displays while providing remarkable HDTV support for a truly immersive set-up. In addition, the Parhelia APVe features flexible Dual-DVI plus standard definition TV (SDTV) output, convenient video input¹ and unique What-You-See-Is-What-You-Get (WYSIWYG) video output plug-ins for the most comprehensive creative workstation support.

"Matrox is thrilled to offer the Parhelia APVe to creative professionals migrating to PCI Express platforms requiring a dedicated graphics card for their audio, photo and video editing needs," says Caroline Injoyan, product manager, Matrox Graphics. "This forward-looking graphics solution lets customers take advantage of space-saving digital flat panel technology and the move to HDTV, all the while benefiting from Matrox's rock-solid driver stability and renowned image quality for truly dramatic results."

"PCI Express is proving to be a major enabler for enhanced computer capabilities, particularly in the graphics industry where companies, such as Matrox Graphics, are translating the greater I/O performance of PCI Express technology into enhancements for high-definition imaging and video editing," says Jim Pappas, director, Intel Enterprise Initiative Marketing.

The 128MB Parhelia APVe is PCI Express x16 compatible and features dual 400 MHz RAMDACs with independent lookup tables for fully symmetric DualHead® resolutions up to 1920 x 1440 per display and advanced Dual-DVI technology for crisp, clear resolutions up to 1920 x 1200 per digital flat panel - a must for digital photo editing. HDTV output is supported in both 1080i and 720p resolutions via an included YPbPr analog component cable, complementing Matrox's high-quality S-video and composite NTSC/PAL video output. Supported multi-display configurations include: Dual-display plus HDTV output, Dual-DVI plus SDTV output, TripleHead Desktop Mode, DualHead Clone, and DualHead Zoom, among others. The Parhelia APVe also provides composite and S-video input functionality via a separate cable and features advanced video technologies such as: gamma correctable Dual Hardware Overlay support, PureVideo Preview for full-screen video playback and adjustable proc-amp controls for the video window and TV. Bundled software includes: the Matrox PowerDesk-HF utility suite, an intuitive and feature rich interface for adjusting board-level and multi-display parameters, and WYSIWYG video output plug-ins for Adobe® Premiere® Pro, Adobe After Effects®, Adobe Photoshop®, Discreet™ Combustion® 3, Discreet 3ds max™ and NewTek LightWave 3D®. The Parhelia APVe is OpenGL® and Microsoft® DirectX® compliant and ships with display drivers for Microsoft Windows® XP and Windows® 2000.

Pricing and Availability

The Matrox Parhelia APVe will be available in Q1'2005 at an ESP of \$349 US from select resellers and directly from Matrox at: <http://shopmatrox.com>. The video input cable for the Parhelia APVe can be purchased directly from Matrox at: <http://shopmatrox.com>. For more information please contact Matrox sales at 1-800-361-1408 or insales@matrox.com.

About Matrox Graphics

Matrox Graphics Inc., the leading manufacturer of professional graphics solutions, has been delivering high-quality, innovative 2D/3D and video graphics accelerators for more than a quarter century. Pioneer of the trend-setting DualHead® technology and offering the industry's only Dual-display plus video output support from a single card, Matrox is a graphics chip designer and board manufacturer whose products have been awarded over 1,000 times, including a Videomaker Best Products 2003 Award. A privately held company headquartered in Montreal, Canada, Matrox has international offices in the United States, the United Kingdom, Ireland, France, Germany, Italy, and Hong Kong. Information on Matrox products, drivers, technical support and more can be found at: www.matrox.com/mga.

¹Video input cable sold separately.

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