



## Pixelworks to Demonstrate Latest Mobile Display Enhancement Technology at Mobile World Congress

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*True Clarity Capabilities Provide Mobile Devices With More Detail, Smoother and Clearer Motion And Unprecedented Power Savings*

SAN JOSE, Calif.--(BUSINESS WIRE)--Feb. 19, 2015-- Pixelworks, Inc. (NASDAQ:PXLW), an innovative provider of video display processing technology, today announced that it would demonstrate its True Clarity enhancements for mobile displays at Mobile World Congress in Barcelona, March 2<sup>nd</sup> to the 5<sup>th</sup>. These new enhancements are the result of Pixelworks' advanced mobile display technology, which is designed to radically improve the picture quality of mobile applications while also significantly reducing a mobile device's power consumption. This technology represents the foundation for the company's future expansion of its Iris family product line.

Specifically, Pixelworks' technology demonstrations at Mobile World Congress will include Internet video, cinema mode for premium content, backlight management for optimal viewing in any lighting and enhanced performance for gaming. Taken together, these value-add solutions are part of Pixelworks' True Clarity initiative, the brand Pixelworks has given to its portfolio of picture and performance enhancements, that targets all aspects of the mobile viewing experience, including gaming, video, photos, web browsing and productivity.

"We are excited to demonstrate these powerful capabilities, showcasing everything we know about improving image quality on mobile displays," said Graham Loveridge, Sr. Vice President of Strategic Marketing and Business Development at Pixelworks. "Displays that leverage our True Clarity enhancements will be easier to use and less tiring to watch, and provide manufacturers with a portfolio of value-add features to truly differentiate their next generation of devices."

Pixelworks will demonstrate its True Clarity viewing experience enhancements at Mobile World Congress, Barcelona, March 2<sup>nd</sup> to the 5<sup>th</sup>. To see these demos and the future of video quality on mobile displays, please contact your local Pixelworks office (<http://www.pixelworks.com/locations.php>) to obtain an invitation. For more information, please visit the Pixelworks website: [www.pixelworks.com](http://www.pixelworks.com).

### **About Pixelworks, Inc.**

Pixelworks creates, develops and markets video display processing technology for digital video applications that demand the very highest quality images. At design centers around the world, Pixelworks engineers constantly push video performance to keep manufacturers of consumer electronics, mobile devices and professional displays worldwide on the leading edge. The company is headquartered in San Jose, CA.

For more information, please visit the company's Web site at [www.pixelworks.com](http://www.pixelworks.com).

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