



Pixelworks and Aier Eye Hospital Group Conduct Eye Health Study Identifying Benefits of Improved Smartphone Video Quality

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China's Leading Eye Institute, Aier Eye Hospital Group, Conducts Multi-Year Study into the Mitigating Effects of Advanced Video Processing Technology on Eye Strain

BEIJING, China and SAN JOSE, Calif., March 14, 2018 (GLOBE NEWSWIRE) -- Pixelworks, Inc. (NASDAQ:PXLW), a leading provider of power efficient visual processing solutions, today announced the initial results of an ongoing collaborative study and development effort with the China Hunan Aier Eye Research Institute, a part of the Aier Eye Hospital Group of Hunan, China. In a study of video quality's impact on the human eye, Aier observed that Pixelworks provides the solutions to effectively protect the human eye while enhancing the picture quality and viewing experience. This study was conducted with a large population of both male and female viewers of different age groups, under various viewing conditions and user habits.

Aier and Pixelworks started to collaborate in mid-2016. Both sides have made tremendous efforts on optimizing the display of mobile phones, especially in the relief of eye fatigue or myopia caused by prolonged watching of videos on mobile phones. Pixelworks is utilizing the results of Aier's work to further improve and tune its suite of products and underlying technology.

"Aier Eye Research Institute has performed extensive theoretical research and obtained rich clinical data in fundus diseases, with particular attention to the harm to human eyes caused by blue light in displays of mobile devices. Based on our professional opinion, Pixelworks provides solutions to effectively protect the human eye by optimizing the filtering of blue light in displays of mobile phones," said Dr. Li Xiaoning at Aier. "In the future, Aier will further cooperate with Pixelworks so as to promote the development of optometry science and eye health."

"At Pixelworks, we are leaving no stone unturned when pursuing the ultimate viewing experience, including researching eye health issues associated with prolonged smartphone usage," said Vikas Dhurka, Sr. Director of Product Marketing at Pixelworks. "Our advanced technology improves the viewing experience and as Aier has now demonstrated, increases overall eye health and comfort. We are excited to partner with Aier to further advance and refine the intersection of eye health and technology."

Having pioneered much of today's most advanced video digital image processing technologies, Pixelworks holds more than 535 issued and pending patents. Pixelworks' HDR technology is validated by leading content creators and service providers, providing 1M:1 contrast ratio with 10x improvement in color accuracy that is auto-adaptive to ambient light. Pixelworks' MEMC (motion estimation, motion compensation) motion processing technology streams video up to 60fps (frames per second), eliminating unintended judder and blur. Additionally, Pixelworks' class-leading color management, display calibration and advanced scaling maintain image fidelity, providing the highest picture quality regardless of the viewing conditions.

About Aier Eye Hospital Group

Aier Eye Hospital Group Co.,Ltd. is a China-based ophthalmic medical institution. The Company is mainly engaged in ophthalmic diseases treatment, surgical services and medical optometry. The Company mainly provides corneal refractive surgery, cataract operation, anterior segment operation, posterior segment operation and optometry services. The Company mainly operates its business in domestic market, with Central China as its main market.

About Pixelworks

Pixelworks creates, develops and markets high efficiency visual display processing and advanced video delivery solutions for the highest quality display and streaming applications. The Company enables worldwide manufacturers to provide leading edge consumer electronics and professional displays, as well as video delivery and streaming solutions. The company is headquartered in San Jose, CA. For more information, please visit the company's Web site at www.pixelworks.com

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Source: Pixelworks, Inc.