



Pixelworks and Wanda Film Create Film Innovation & Ecosystem Lab

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Companies to collaborate on next generation film production and cinema presentation

SAN JOSE, Calif., April 30, 2018 (GLOBE NEWSWIRE) -- **Pixelworks, Inc.** (NASDAQ:PXLW), a leading provider of visual processing solutions, today announced a collaboration with Wanda Film Group to set up a Film Innovation & Ecosystem Lab in Qingdao, China. The lab will develop new technologies for film production and cinema displays, including high frame rate and high dynamic range, and provide a setting to study how these technologies can benefit visual storytelling and entertainment.

The latest cinema displays offer incredible visual performance, including high dynamic range and improvements in resolution and frame rate. However, experience has shown us that to display movies in a way that truly mirrors the way the human visual system perceives appearance, more advanced technologies are needed.

"Bridging advanced technology and artistic intent requires both the application of visual science and subjective testing. The Film Innovation & Ecosystem Lab will allow us to develop new production and presentation technologies and to test them in a cinema environment so that we can ultimately apply the techniques we learn for a better cinematic experience," said Richard Miller, Pixelworks GM.

"We are delighted to be working with Pixelworks, a world leader in delivering superior content experiences that retain original artistic intent. We believe that this collaboration will lead to vastly improved user experiences in our theaters in the future," said Hengqin Sun, CEO of Qingdao Oriental Film Capital and Film Industry Park.

About Wanda Film Group

Wanda Film Group has created a full industry chain for film production, distribution, and presentation. It owns AMC in the United States, Odeon & UCI in Europe, Wanda Cinema Line in China, and other cinema chains, with 1,551 cinemas globally for a total of 16,000 screens. For more information, please visit www.wanda.cn.

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's 20 year history of Image Processing innovation has yielded 500+ patents covering Display Processing and Video Delivery. 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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Investor Contact:

Shelton Group
Brett L Perry
P: 214-272-0070
E: bperry@sheltongroup.com

Company Contact:

Pixelworks, Inc.
E: info@pixelworks.com



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