



## Pixelworks Lowers Barrier to Adoption for Advanced Display Processing on Mobile Devices

May 2, 2018

### Smaller, Faster, More Efficient, Fourth Generation Iris Processor Sets New Standard for Image Processing and Picture Quality Optimization

SAN JOSE, Calif., May 02, 2018 (GLOBE NEWSWIRE) -- Pixelworks Inc. (NASDAQ:PXLW), a leading provider of power efficient visual processing solutions, today formally unveiled the Company's latest version of its Iris display processing chipset, the PX8418. In addition to leveraging the core Pixelworks video processing technology originally developed for high-end TVs, and first utilized in its third generation Iris processor, this fourth generation Iris incorporates the world's most comprehensive tone mapping pipeline. The PX8418 enables High Dynamic Range (HDR) video on both OLED and LCD displays, while staying true to the content creator's intent. Iris also has the unique Standard Dynamic Range (SDR) to HDR up-conversion feature, allowing end users to enjoy SDR content with a HDR experience. Together with Pixelworks proprietary auto-adaptive True View and True Color, mobile displays are able to achieve unparalleled color accuracy. The PX8418 requires 45% less board space and consumes 40% less power than its predecessor, making fourth generation Iris the first video display processor to be ideal for both the high-end and the mid-tier smartphone segments.

Designed to provide advanced video capabilities to a broad range of mobile devices, key features of the fourth generation Iris include:

- The world's highest quality mobile HDR solution
- HDR validated by leading content creators and service providers
- Auto-adaptive to ambient light (both tone and luminance)
- 1 million:1 dynamic contrast ratio
- 16-bit internal HDR processing pipeline
- Industry's best color accuracy solution offering up to a 10x improvement
- Real-time conversion of SDR videos to HDR for a superior viewing experience

"We are excited to release our fourth generation Iris processor into a market environment where there is a race to differentiate on display capabilities," said Anthony Gioeli, Pixelworks' Executive Vice President and General Manager, Video Devices. "Be it our auto-adaptive True View technology, our wide color gamut True Color functionality, or the world's most comprehensive tone mapping pipeline, Iris brings true differentiation to mobile displays."

Optimized for real-world mobile environments, Pixelworks Iris processor allows mobile device users to enjoy cinematic movie quality, breathtaking photos and a spectacular visual experience across all applications. Notably, Pixelworks video processing technology has been a key feature in many high-end TVs and projectors for over a decade, and the Company is leveraging the numerous benefits of this technology in mobile devices, including:

**High-Dynamic Range (HDR):** The UHD Alliance announced its HDR specifications for portable devices at Mobile World Congress in 2017, and since then many phone manufacturers have announced HDR support, however many of these phones are not certified by the leading mobile HDR content providers. Pixelworks Iris HDR solutions are not only validated at a leading content provider, they can also render standard dynamic range content in full HDR.

**True View:** Pixelworks True View auto-adaptive technology optimizes the display in real-time, based on the ambient light, color temperature, content or application being viewed, as well as the user's preferences. Ambient light is a key challenge due to significant changes in color and contrast, which often cause washed out pictures, reduced contrast, and inaccurate colors. Capable of more than 500 million pixel operations per second, the fourth generation Iris video processor renders accurate colors and sharp detail, all while adapting for ambient light intensity and color.

**True Color:** Mobile displays are typically much brighter than televisions, requiring years of display know-how to achieve accurate color representation while maintaining appropriate black and white levels. Pixelworks fourth generation Iris processor is able to automatically adjust the display gamut to the incoming content and provide a 10x improvement in color accuracy of the display panels, while adding vibrancy that is true to the video creator's intent.

The Pixelworks PX8418 is sampling and available for mass production today in a small 4.25 x 4.80-mm WLCSP package. For additional information please contact your local Pixelworks office or visit [www.pixelworks.com](http://www.pixelworks.com).

#### 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](http://www.pixelworks.com).

Note: Pixelworks and the Pixelworks logo are registered trademarks of Pixelworks, Inc.

#### Investor Contact:

Shelton Group  
Brett L Perry  
P: 214-272-0070  
E: [bperry@sheltongroup.com](mailto:bperry@sheltongroup.com)

**Company Contact:**

Pixelworks, Inc.

E: [info@pixelworks.com](mailto:info@pixelworks.com)



Source: Pixelworks, Inc.