



ASUS Republic of Gamers' Smartphone First Device to Feature Pixelworks 4th Generation Iris Display Processor

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Pixelworks advanced display processing technology provides optimized gaming performance and a superior video experience with HDR and enhanced color contrast

SAN JOSE, Calif., June 04, 2018 (GLOBE NEWSWIRE) -- Pixelworks, Inc. (NASDAQ:PXLW), a leading provider of power efficient visual processing solutions, today announced that ASUS Republic of Gamers' (ROG) flagship gaming device will be the first-ever smartphone to feature Pixelworks' recently released 4th generation Iris processing chip. Pixelworks video and display technology enables the ROG Phone to achieve optimized gaming performance on a stunning display, along with a truly differentiated video watching experience that includes full HDR playback capability. In addition to incorporating the Pixelworks Iris chip into the gaming phone, ROG also leverages an Iris chip in its optional TwinView Dock to ensure equivalent picture quality and capabilities on external displays.

Powered by Qualcomm's 845 applications processor, the newly launched ROG Phone is designed for optimal gameplay and has a sophisticated 6-inch 2160x1080 resolution AMOLED display. Combined with its 108.6% DCI-P3 wide color gamut and a high brightness mode capable of up to 550Nits, the 90Hz refresh rate and 1ms response time of the ROG Phone's display delivers ultra-smooth gaming performance. Many of these prominent capabilities, which historically have only been available on high-end UHD TVs, are enabled and enhanced by harnessing the advanced video processing technology in Pixelworks 4th generation Iris processor, including:

- The world's highest quality mobile HDR solution
- HDR validated by leading content creators and service providers
- 1 million:1 dynamic contrast ratio
- 16-bit internal HDR processing pipeline
- Sharp and vivid pictures and images
- The industry's best color accuracy solution offering up to a 10x improvement
- Real-time conversion of SDR video to HDR quality for a superior viewing experience

Bryan Chang, General Manager, Phone Business Unit at ASUS, commented, "True gamers live and breathe video performance. Until now, most mobile devices fell short of expectations due to processing limitations that have long been solved on larger display devices. With Pixelworks Iris technology, we help bridge the performance gap with the new ROG Phone."

Anthony Gioeli, Executive Vice President and General Manager, Video Devices at Pixelworks, added, "ROG is recognized as having one of the largest and most dedicated gaming community followings – a demanding audience for the first launched implementation of our 4th generation Iris chip. That said, we believe the gaming community will immediately appreciate the cinematic quality video, true to life color accuracy and overall gameplay that Pixelworks' display processing technology enables in the ROG Phone."

At the center of technology and imaging excellence, Pixelworks has developed an extensive IP portfolio and a strong leadership position based on two decades of innovation in the visual display and digital image processing arena. Validated by leading content creators and service providers, Pixelworks HDR technology can produce a 1 million:1 contrast ratio with 10x improvement in color accuracy and is also auto-adaptive to ambient light. Additionally, Pixelworks' market leading color management, display calibration and advanced scaling maintain the fidelity of the image presented on the display, providing the highest picture quality regardless of the viewing conditions.

ROG announced and officially launched the ROG Phone on June 4, 2018, and the gaming smartphone is expected to be available for purchase in selective markets in Asia and Europe beginning in August, followed by expanded availability in additional markets as soon as September 2018.

About ROG

Republic of Gamers (ROG) is an ASUS sub-brand dedicated to creating the world's best gaming hardware and software. Formed in 2006, ROG offers a complete line of innovative products known for performance and quality, including motherboards, graphics cards, laptops, desktops, monitors, audio equipment, routers and peripherals. ROG participates in and sponsors major international gaming events. ROG gear has been used to set hundreds of overclocking records and it continues to be the preferred choice of gamers and enthusiasts around the world. Learn more about the choice of champions at <http://rog.asus.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 has a 20 year history of delivering image processing innovation to providers of leading edge consumer electronics and professional displays, as well as video delivery and streaming solutions. Pixelworks 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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