



Nokia 7.1 Smartphone Incorporates Pixelworks Display Processing Technology to Deliver an Unmatched HDR Video Experience

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Unique up-conversion of SDR to HDR video capability and enhanced color contrast establish a new performance standard for video streaming on mobile phones

LONDON, England and SAN JOSE, Calif., Oct. 04, 2018 (GLOBE NEWSWIRE) -- Pixelworks, Inc. (NASDAQ: PXLW), a leading provider of power-efficient visual processing solutions, today announced that the new Nokia 7.1 smartphone incorporates Pixelworks' latest Iris PX8418 mobile processing chip to deliver the highest quality video performance. The Nokia 7.1 features a stunning visual display, sharp contrast and enhanced colors to provide picture and video enthusiasts with the ultimate viewing experience.

As the first mobile device to combine Pixelworks 4th generation Iris processing chip and the Qualcomm 636 applications processor, the Nokia 7.1 creates a smartphone that has spectacular visual display performance. In addition to full HDR capability that enables a truly differentiated cinematic viewing experience when streaming online video, Pixelworks' new SDR2HDR™ technology provides real-time up-conversion of SDR content to HDR quality video.

The Nokia 7.1 joins an exclusive and limited list of devices to obtain HDR certification from one of the leading providers of HDR content globally, Amazon. HMD Global's Chief Product Officer, Juho Sarvikas said:

"The Nokia 7.1 is not only an opportunity for us to showcase our continued passion for design and craftsmanship, this is a real statement that cements our beliefs and intent as product makers – to create premium experiences by collaborating with best in class partners to deliver standout smartphones at great value.

"The latest arrival to our smartphone family provides exactly that, premium accessible technology. It is the only mid-range smartphone to offer full HDR capabilities and it also takes advantage of Pixelworks' market leading picture and display technology. The Nokia 7.1 has been designed to capture a new generation of fans who love to consume content, create and share their experiences."

The Nokia 7.1 features a stunning edge-to-edge 5.84inch 2280x1080 (FHD+) PureDisplay screen technology, a dual ZEISS Optics 12MP/5MP rear camera and a 8MP front camera. In addition to being HDR certified by Amazon, the inclusion of Pixelworks 4th generation Iris processor enables a series of differentiating capabilities on the Nokia 7.1, including:

- The world's highest quality mobile HDR solution
- 1 million:1 dynamic contrast ratio
- 16-bit internal HDR processing pipeline
- Sharp and vivid pictures and images
- Real-time conversion of SDR video to HDR quality for a superior viewing experience

Anthony Gioeli, Executive Vice President and General Manager, Video Devices at Pixelworks, added, "Innovations on Nokia smartphones continue to raise the performance bar in the highly competitive mobile market. The price-performance advantages of the Nokia 7.1 are particularly compelling as compared to other phones on the market, and consumers will be thrilled with how this smartphone brings both videos and images to life using Pixelworks' advanced display processing technology."

Availability

The Nokia Crystal comes in Gloss Midnight Blue and Gloss Steel and is available in selected markets beginning in October for a global average retail price of {€319 for 3GB/32GB and €349 for 4GB/64GB variant}.

About HMD Global

Headquartered in Espoo, Finland, HMD Global Oy is the home of Nokia phones. HMD designs and markets a range of smartphones and feature phones targeted at a range of consumers and price points. With a commitment to innovation and quality, HMD is the proud exclusive licensee of the Nokia brand for phones and tablets. For further information, see www.hmdglobal.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

HMD Contact

E: press@hmdglobal.com



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