



Pixelworks Appoints Mobile Industry Veteran Peter Carson Vice President of Marketing, Mobile

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Former Qualcomm Senior Director Brings Over 30 Years of Technology Marketing and Product Leadership Experience

SAN JOSE, Calif., Oct. 09, 2018 (GLOBE NEWSWIRE) -- Pixelworks, Inc. (NASDAQ: PXLW), a leading provider of power efficient visual processing solutions, today announced the appointment of Peter Carson as vice president of marketing for its Mobile business. Carson's role includes executive marketing and product management responsibilities, reporting to executive vice president and general manager, Anthony Gioeli.

President & CEO of Pixelworks, Todd DeBonis, commented, "We are pleased to welcome Peter to the Pixelworks team. In addition to his impressive accomplishments at Qualcomm, he brings an extensive track record of technology and product marketing leadership, including direct experience building technology ecosystems and cultivating products from inception to mass adoption. His out-of-the-box thinking and diversity of technical marketing and business development skills will reinforce our increasing traction in Mobile and help to further advance this key growth engine for Pixelworks."

Carson's global technology and product marketing experience spans more than 30 years, including 18 years in the mobile semiconductor space. Most recently at Qualcomm's semiconductor division, Carson spearheaded the development of a global integrated marketing program for its mobile connectivity solutions, culminating with the global adoption of Gigabit LTE and the successful introduction of its 5G solution. Earlier at Qualcomm, Carson helped to create and lead the 3G / 4G technology product management team. He was also instrumental in the company's successful penetration of China Mobile, the world's largest mobile operator.

Previously, he served as vice president marketing and business development for Flarion Technologies, which was acquired by Qualcomm in 2006. Prior to that, he served in a similar role at ArrayComm, another mobile technology pioneer. Carson also previously held marketing management and business development positions at ADC Telecommunications and Verizon Wireless (formerly NYNEX Mobile). Carson received a Bachelor of Science in marketing from Manhattan College.

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, Calif. For more information, please visit the Company's web site at www.pixelworks.com.

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