Pixelworks Provides Superior Video Display Performance in New Black Shark Helo Smartphone

10/23/18

Black Shark Helo with Pixelworks Iris processor enables ultimate gaming experience with Always-HDR mode and key visual enhancements

BEIJING, China and SAN JOSE, Calif., Oct. 23, 2018 (GLOBE NEWSWIRE) -- Pixelworks, Inc. (NASDAQ: PXLW), a leading provider of power efficient visual processing solutions, today announced that Black Shark's next-generation Black Shark Helo smartphone utilizes Pixelworks' innovative video and mobile display processing technology to advance the mobile gaming experience to unprecedented new levels.

As the latest in a line of Black Shark smartphones to incorporate Pixelworks' third generation Iris mobile processor, the Black Shark Helo provides gaming enthusiasts with exceptional visual quality not found in other smartphones. Together, Pixelworks and Black Shark are establishing new benchmarks for sharpness, color contrast and accuracy, and overall display performance, elevating mobile gaming to compelling new heights.

Based on the Qualcomm® Snapdragon™ 845 mobile platform, the Black Shark Helo smartphone is optimized for game play with 5.99" FHD+ and an 18:9 aspect ratio with 2160x1080 resolution. Additionally, its AMOLED panel with P3 color gamut delivers cinematic visual quality and unmatched color accuracy powered by Pixelworks' Iris processor to bring high-performance gaming to life on the mobile device screen. The Black Shark Helo also features Pixelworks' industry-leading HDR technology, including real-time SDR-to-HDR conversion, as well as picture quality enhancement, to make the newest Black Shark device an ideal choice for users with the highest performance standards and in search of an exhilarating mobile gaming experience.

"Advancements in display technology and performance continue to propel the smartphone industry forward, enabling new experiences and device categories. Given the success of the Shark 1 that uses the Pixelworks Iris chip, as well as Pixelworks' unique innovations and product roadmap, our partnership is a win for our fans and the mobile gaming industry at large," said Peter Wu, CEO at Black Shark. "With Pixelworks technology built in, the Black Shark Helo takes a giant step forward and delivers a premium visual experience that is sure to captivate the most enthusiastic gamers."

Todd DeBonis, president and CEO at Pixelworks, added, "The gaming industry received a compelling new product with today's introduction of the latest Xiaomi-backed Black Shark Helo smartphone. Our ongoing partnership with Black Shark continues to take gaming into exciting, new territory with true-to-life color accuracy and advanced video capabilities that match what users have come to expect on larger gaming systems. It's exciting to see our vision for high-quality video performance on Mobile devices increasingly be adopted in today's next-generation smartphones."

Pixelworks' two decades of innovation has resulted in an unparalleled technology portfolio and a strong leadership position in the visual display and digital image processing arena. Validated by content creators and service providers alike, Pixelworks' HDR technology is capable of 1M:1 contrast ratio with 10x improvement in color accuracy and also auto-adaptive to ambient light. Pixelworks unique MEMC (motion estimation, motion compensation) processing technology enables ultra smooth streaming video up to 60fps (frames per second), eliminating judder and motion blur. Additionally, Pixelworks' market leading color management, display calibration and advanced scaling maintain the fidelity of images presented on a display, providing the highest picture quality regardless of viewing conditions.

Black Shark introduced its newest Black Shark Helo gaming smartphone at a launch event earlier today in Beijing, China. The flagship phone is expected to initially be available for purchase in China and begin shipping on October 30, 2018.

About Black Shark
Black Shark, having obtained investments from Xiaomi, is a high-tech company specializing in the design, development, production and sales of leading-edged gaming smartphones, e-sports smartphones and accessories. The company is devoted to providing a superior experience for gaming enthusiasts. Black Shark, Born for Gaming, aims to push the mobile ecosystem to the limits of innovation to be a very popular and world-class brand for game players. The company is located in Beijing, Shanghai, Shenzhen. For more information, please visit the company's web site at http://www.blackshark.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 enables worldwide manufacturers to provide leading edge consumer electronics and professional displays, as well as video delivery and streaming solutions. The Company is headquartered in San Jose, CA. For more information, please visit the Company's web site at www.pixelworks.com

Note: Pixelworks and the Pixelworks logo are registered trademarks of Pixelworks, Inc. All other trademarks are the property of their respective owners.

Investor Contact
Shelton Group
Brett Perry, Vice President
P: +1-214-272-0070
E: bperry@sheltongroup.com

Company Contact
Pixelworks, Inc.
E: info@pixelworks.com

Source: Pixelworks, Inc.