



Pixelworks Unveils 5th Generation Mobile Processor – Advancing The 5G Visual Experience

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Enables Superior Display Quality on Smartphones, Featuring HDR10+ and Intelligent Motion Processing, with Unprecedented Performance and Power Efficiency

SAN JOSE, Calif., Feb. 19, 2019 (GLOBE NEWSWIRE) -- Pixelworks, Inc. (NASDAQ: PXLW), a leading provider of advanced power-efficient visual processing solutions, today unveiled the fifth generation of its premier processor for mobile devices. To meet the anticipated surge in consumer video consumption with the launch of 5G, Pixelworks' Iris 5 display processor enables stunning new visual experiences for smartphones at a fraction of the power consumption of previous generations.

Packed with technology that dramatically improves video and image quality for LCD and OLED displays with refresh-rates of up to 120Hz, the newest Pixelworks chip offers OEMs a full suite of industry-leading features to visually differentiate a broad range of mobile products, including smartphones, gaming devices and tablets. The Iris 5 processor is the Company's first chip to support HDR10+, which uses metadata that allows HDR tone mapping to adapt dynamically, scene-by-scene, for optimal black levels and peak brightness.

The Iris 5 chip also incorporates significant advancements to Pixelworks' unique TrueClarity® motion processing – adding adaptive intelligence and reducing power consumption by more than 50% as compared to the previous generation. Leveraging built-in custom tuning capability, the system mitigates judder and strobing effects that result from the differences between content frame rates and display refresh rates, while suppressing the undesirable soap opera effect associated with alternative approaches. TrueClarity technology is more advanced and more power-efficient than any motion processing solution currently available.

The Pixelworks Iris 5 processor represents a new standard for display quality on mobile devices by incorporating a family of highly-differentiated features, including:

- **TrueClarity® Smart Motion Processing** adaptively removes artifacts that distract from movie storytelling, gaming and live sports, for blur- and judder-free viewing
- **HDR10/HDR10+ Tone Mapping** provides cinematic-quality HDR playback that is true to the creator's intent and facilitates certification by leading providers of HDR content
- **Realtime SDR to HDR Conversion** transforms SDR videos and games to HDR quality with richer detail and color tonality
- **Multi-adaptive Display** provides optimal viewing in all lighting conditions, with modes for Day Light View (DLV), Night View, Color Tone and Reading Mode for eye comfort
- **Local Contrast Enhancement** offers best-in-class contrasting that exposes hidden texture in dark areas while retaining detail in bright regions of an image for uniformly superior display quality
- **Absolute Color Accuracy** builds on Pixelworks' industry-leading color calibration, enabling $\Delta E < 1$, improved flesh tone, comprehensive color management and custom tuning

"We are excited to release the most feature rich and advanced version of our visual processor into a mobile market environment where consumers are seeking the ultimate visual experience," said Anthony Gioeli, Pixelworks' Executive Vice President and General Manager, Video Devices. "Visual display experience is more than a collection of pixel counts and frame rates. It is a delicately balanced collection of dynamic features and capabilities. The Iris 5 chip is the culmination of five generations of advanced visual processing research, refinement and tuning. Our enhanced portfolio of visual processing solutions provides mobile OEMs compelling differentiation and efficiency for all tiers of the market."

Designed for mobile environments, the Pixelworks Iris 5 processor dynamically optimizes displays for cinematic-quality movie viewing, captivating photos and immersive gaming across constantly changing lighting conditions. Forged over several decades as a leading provider of visual processing in the HD television and digital projector markets, Pixelworks' expanded portfolio of mobile solutions has distilled premium TV display features into tiny, low-power chips for a wide range of devices, from premium tier to mass market smartphones and tablets.

Pixelworks' Iris 5 product (PX8568) is being unveiled in conjunction with Mobile World Congress 2019 in Barcelona, and the Company anticipates sampling the chip during the first quarter in support of commercial mobile device launches in the second half of 2019.

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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