



Pixelworks Announces Agreement with Qualcomm Technologies to Optimize Its Display Calibration Software for use on Qualcomm Snapdragon Mobile Platforms

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Cooperation Facilitates the Implementation of Pixelworks Display Calibration Software by OEMs on Smartphones and Tablets Based on the Qualcomm® Snapdragon™ 855 Mobile Platform

SAN JOSE, Calif., March 18, 2019 (GLOBE NEWSWIRE) -- Pixelworks Inc. (NASDAQ: PXLW), a leading provider of advanced power-efficient visual processing solutions, today announced that it has entered into an independent software vendor agreement with Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, to optimize select Pixelworks Iris features to run on the Qualcomm® Snapdragon™ 855 Mobile Platform. This cooperation brings together industry leaders in display processing and mobile platforms to provide superior display color accuracy via Pixelworks' high-efficiency display calibration for the next anticipated surge in consumer video consumption with the launch of 5G.

The Pixelworks Soft Iris calibration solution represents four generations of commercially-proven display software based on the Company's Iris family of chips for both AMOLEDs and LCDs, and is now being made available to original equipment manufacturers (OEMs) by Pixelworks as a software option for designs based on Snapdragon 855. Under the agreement, Qualcomm Technologies and Pixelworks will work together to facilitate, validate and support OEMs in the implementation of the Pixelworks display calibration software on the Snapdragon 855. With this new Pixelworks enabled solution, OEMs are offered consistent color accuracy with an average delta E2000 of <1, low-cost mass production throughput and file storage flexibility, whether calibrating at the display or phone production facility.

"We are excited to be working with Qualcomm Technologies to offer a high-efficiency display calibration solution for devices based on Snapdragon 855," said Anthony Gioeli, Pixelworks' Executive Vice President and General Manager, Video Devices. "More and more OEMs are recognizing that the foundation of visual quality is built upon color accuracy and that display quality, particularly a unified and consistent color style, is a key reinforcer of brand image. Pixelworks brings a 20-year proven history as an innovator and leader in this space and firmly believes this cooperation is a win-win-win for Qualcomm Technologies, OEM customers and Pixelworks."

"With the launch of 5G smartphones, video and still image quality will take center stage as a foundational consumer expectation for devices based on Snapdragon," said Manvinder Singh, Vice President, Product Management, Qualcomm Technologies, Inc. "We are pleased to be helping Pixelworks optimize its high-efficiency display calibration solution for Snapdragon mobile platforms. This will enable OEMs to offer an enhanced viewing experience with superior color accuracy on the Snapdragon 855 Mobile Platform."

Pixelworks Soft Iris features offer OEMs a comprehensive display calibration solution and is also capable of supporting tone mapping for all standard and customized HDR and SDR color spaces, including sRGB, DCI-P3 and BT.2020, as well as ambient light and color temperature adaptation and custom tuning across mobile use cases.

This new offering from Pixelworks complements and extends the Company's Iris product portfolio to include both hardware and software solutions. The first commercial launches of devices based on Snapdragon 855 with the Pixelworks Soft Iris calibration solution enabled by OEMs are anticipated in the second half of 2019. The cooperation agreement between Pixelworks and Qualcomm Technologies contemplates potential follow-on optimizations for other premium Snapdragon mobile platforms.

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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