



## Black Shark 2 Smartphone Takes Gaming Visual Performance to Next Level with Pixelworks Display Technology

March 18, 2019

### Pixelworks HDR and Auto-Adaptive Visual Display Processing Enhance Video and Gaming Experience in All Viewing Conditions

BEIJING and SAN JOSE, Calif., March 18, 2019 (GLOBE NEWSWIRE) -- Pixelworks, Inc. (NASDAQ: PXLW), a leading provider of power-efficient visual processing solutions, today announced that Black Shark's newest flagship gaming smartphone, the Black Shark 2, incorporates the Pixelworks Iris visual processor to create the most immersive mobile gaming experience to-date, building on two prior models of jointly optimized gaming smartphones.

The Black Shark 2 features advanced technologies for gaming enthusiasts, including exceptional visual quality that exceeds the display performance of most flagship smartphones. In addition to Super Cinema Mode, based on Pixelworks TrueClarity® MEMC (motion estimation, motion compensation) technology, the Black Shark 2 introduces Pixelworks' multi-adaptive display modes. These dynamic modes preserve Black Shark's distinctively vivid and smooth visuals across all mobile conditions by optimizing the appearance of the display for the brightness and tone of the ambient lighting environment.

Utilizing the Qualcomm® Snapdragon™ 855 mobile platform, the Black Shark 2 is built for gaming with a 6.39" FHD+ 19.5:9 aspect ratio display and 1080x2340 resolution. The smartphone's AMOLED panel with P3 color gamut delivers cinematic visual quality and unmatched color accuracy powered by Pixelworks' Iris visual processor to bring high-performance gaming to life. In addition, the Black Shark 2 Cinematic Display leverages a full suite of Pixelworks' display enhancement features, including:

- **Absolute Color Accuracy**, with calibration designed to achieve an average delta E2000 of less than one
- **TrueView Multi-adaptive Display** for optimal viewing across lighting conditions and ambient color tone, including Day Light View (DLV), Night View and Reading Mode for eye comfort
- **Industry-leading HDR Tone Mapping** and **Always HDR** with real-time SDR-to-HDR conversion of games and videos
- **TrueClarity™ MEMC**(motion estimation, motion compensation) processing to eliminate unintended judder and blur

"The growing smartphone gaming market has demonstrated an insatiable appetite for performance, innovation and above all, an immersive and exhilarating gaming experience. Now in its third iteration, the Black Shark 2 highlights the latest collaborative innovations between Black Shark and Pixelworks," said Peter Wu, CEO at Black Shark. "With industry-leading visual processing creating a cinematic movie experience and a screen that automatically adapts to changing lighting conditions, the Black Shark 2 has set a new bar for mobile performance."

Todd DeBonis, President and CEO at Pixelworks, added, "Black Shark is constantly pushing boundaries in the demanding and competitive mobile gaming market. This new gaming phone is the perfect platform to highlight Pixelworks innovations using a dedicated visual processor optimized for best-in-class HDR, smooth, blur-free motion and now the capability to dynamically optimize the visual experience for mobile gamers on the go. The benefits of these display breakthroughs go well beyond gaming to all things visual – whether streaming movies, enjoying sports action or viewing video captured on the Black Shark 2 itself."

Pixelworks' twenty years of innovation has culminated in an unrivaled technology portfolio and an industry-leading position in the visual processing and video delivery markets. Exceeding the highest standards set by content creators and service providers alike, Pixelworks' HDR technology supports a contrast ratio of up to 1M:1 with 10x improvement in color accuracy and is auto-adaptive to ambient light. The Pixelworks TrueClarity MEMC technology eliminates judder and blur that occurs from camera motion or movement within frames, without the undesired "soap opera effect" (SOE), significantly improving the visual experience for gaming, movie streaming and user generated video. Additionally, Pixelworks' picture quality features, including sharpness and local contrast enhancement, expose the full fidelity of displayed images.

Black Shark introduced the Black Shark 2 gaming smartphone at a launch event on March 18, 2019 in Beijing, China. Online reservations can be made starting today, and the Black Shark 2 is expected to become available for purchase beginning on March 22, 2019.

#### About Black Shark

Cutting-edge gaming technology company, Black Shark, creates gaming eco-system based on hardware, software and services, now mainly carried by smartphones. Black Shark aims to provide the unmatched and unique gaming experience and builds the best gaming world with global gamers. Black Shark is located in Beijing, Shanghai, Shenzhen and Hong Kong. For more information, please check <http://eu.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 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. The Company is headquartered in San Jose, CA. For more information, please visit the Company's web site at [www.pixelworks.com](http://www.pixelworks.com)

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Source: Pixelworks, Inc.