



## Pixelworks Announces TrueCut® Video Platform for Cinematic Motion and HDR

04/08/19

**Extends creative boundaries for cinematic motion and HDR across cinema, home-entertainment and mobile devices while ensuring the consistent delivery of artistic intent**

SAN JOSE, Calif., April 08, 2019 (GLOBE NEWSWIRE) -- Pixelworks, Inc. (NASDAQ: PXLW), a leading provider of advanced visual processing solutions, today announced TrueCut®, a powerful new cinematic video platform. TrueCut's creative tools extend the boundaries for content creation, enabling filmmakers and content providers to take full advantage of today's incredible cinema, home-entertainment and mobile displays, while TrueCut's playback solutions ensure a consistent cinematic appearance across different devices, that is faithful to the original artistic intent.

TrueCut creative tools offer:

- A single, optimized workflow supporting high dynamic range and high frame-rate motion
- SDR to HDR remastering that delivers all the benefits of high dynamic range, including more color and detail while preserving the original artistic intent
- Judder controls, allowing for faster camera movement and higher dynamic-range color grading without undesirable strobing and judder effects
- Fine virtual shutter control, expanding the range of available motion clarity - from crisp and staccato to blurred, as desired
- Broader choices for motion, from a 24fps (frames per second) film feel, to smooth high frame-rate video

Pixelworks' TrueCut playback solutions ensure the faithful presentation of artistic intent on certified cinema, mobile and home-entertainment displays. When combined with the color calibration and HDR tone mapping of Iris enabled mobile devices, TrueCut provides the most accurate, cinematic viewing experience on smartphones. The creative tools can be used to deliver DCPs (Digital Cinema Packages) for theatrical presentations, as well as a TrueCut format for streaming to mobile and home-entertainment devices.

### Development background

The technology underpinning the TrueCut platform leverages Pixelworks' 20 years of leadership in video processing together with an enhanced understanding of how the human eyes see motion pictures. The Company has packaged this unique knowhow in the form of advanced algorithms, which are embedded into both the TrueCut tools and playback solutions.

Additionally, as part of the development process, Pixelworks collected a new visual dataset for motion and HDR that goes beyond anything previously available. From this dataset, the Company created a motion picture appearance model that predicts how video will look on a characterized display in a given environment. This model, together with proprietary video processing algorithms, creative tools and playback solutions were combined to build the "TrueCut" platform.

### Availability

TrueCut's HDR remastering solutions are available for licensing today, as are multiple mobile playback options. In addition, new mobile devices enabled with Pixelworks' Iris visual processors are expected to be announced as TrueCut certified in the coming months.

The creative tools for motion grading of theatrical titles are selectively available for licensing today, and will be released more broadly in the third quarter.

Additional announcements for mobile, cinema and home-entertainment playback solutions are anticipated over the next few months.

### 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).

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

### Investor Contact:

Brett L Perry  
Shelton Group  
P: 214-272-0070  
E: [bperry@sheltongroup.com](mailto:bperry@sheltongroup.com)

### Media Contact:

Peter Carson  
Pixelworks, Inc.  
E: [comms@pixelworks.com](mailto:comms@pixelworks.com)

### Company Contact:

E: [info@pixelworks.com](mailto:info@pixelworks.com)



Source: Pixelworks, Inc.