



Pixelworks and YOUKU Announce Agreement to Bring High-Quality HDR Video Ecosystem to Mobile Devices in China

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Pixelworks TrueCut® platform enables YOUKU to create and stream optimized HDR video to compatible mobile devices, maintaining content's original creative intent

SAN JOSE, Calif., April 10, 2019 (GLOBE NEWSWIRE) -- Pixelworks, Inc. (NASDAQ: PXLW), a leading provider of advanced visual processing solutions, and YOUKU today announced a multi-year marketing and license agreement to jointly advance the ecosystem for HDR (High Dynamic Range) format video on mobile devices in China.

Under the agreement, YOUKU will utilize the Pixelworks TrueCut platform to remaster existing titles in HDR and also create new titles for its growing subscriber base of over 500 million users. In addition to qualifying a substantial number of existing mobile devices, Pixelworks will provide TrueCut certification solutions to mobile OEMs for new devices, enabling advanced HDR-quality video streaming of YOUKU content and a superior viewing experience for users on compatible mobile devices.

"To bring our customers the best quality video content, inclusively, has always been the most important mission of YOUKU. Our online video business is built on a complete, customized content production and end-consuming platform. YOUKU is committed to delivering content that portrays the original artistic intent, and we believe that high-quality HDR is one of the important ways for our users to experience video storytelling. We are very happy cooperating with Pixelworks' TrueCut platform, and because of this great technology, together we will bring wonderful improvements to the whole industry," said Alibaba Vice President and YOUKU COO, Zhuang Zhuoran (Nantian).

"YOUKU's attention to delivering the highest video quality and to maintaining content creators' original intent demonstrates why they are a global leader in video media. We look forward to working together to advance a high-quality HDR ecosystem in China that is defined by excellence and a consistently superior user experience," said Richard Miller, EVP Technology at Pixelworks.

About TrueCut®

TrueCut is a new, cinematic video platform bringing extended creative options for visual storytelling and ensuring the consistent delivery of artistic intent across screens.

About Youku Business Division (Youku BD)

Youku Business Division, a pillar of the Alibaba Digital Media & Entertainment Group, has been formed through the combination of Youku, and Alibaba home entertainment business unit. Inaugurated in October 2016, Youku BD is China's leading digital entertainment platform and its business spans PC, TV and mobile devices. Its wide-ranging content contains copyrighted content, co-produced content, in-house productions, UGC/PGC (User/Professionally Generated Content), live webcast, and VR (Virtual Reality). Youku BD's business lines include subscription services, games, smart hardware and artists brokering, connecting content creation, marketing & promotion, merchandising and fans economy to form a complete value chain of media and entertainment. With its diverse content portfolio, strong platform and creative technologies, Youku BD delivers compelling audio & visual entertainment across devices, and caters to consumers' growing needs for interaction and innovation.

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.

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