



TrueCut Motion Ecosystem Adds Support of Leading TV Brand to Deliver Superior Picture Quality to Consumers

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TCL Brand Joins TrueCut Motion Ecosystem

LAS VEGAS, Jan. 4, 2022 /PRNewswire/ -- Pixelworks, Inc. (NASDAQ: PXLW), a leading provider of innovative video and display processing solutions, today announced it is working with [TCL](#)®, one of the world's best-selling television brands and a global display technology innovator, to bring Pixelworks' award-winning [TrueCut® Motion](#) platform to TCL televisions in North America.



TrueCut Motion is a powerful solution that offers an ecosystem of directors, cinematographers, streaming services and TV brands the ability to deliver picture quality optimized for a superior motion viewing experience. The solution provides filmmakers with advanced mastering tools to control how motion is visualized in their films, not only in theaters but also at home. As part of the platform, the solution also delivers a singular streaming and theatrical distribution system supported by device certification to solve motion issues that have long been a struggle for directors and consumers alike. As a result, TV viewers would be able to experience incredible motion, consistently presented the way the filmmaker intended, without adjusting any settings on their TV.

As a top-selling global TV brand and vertically integrated display manufacturer, TCL delivers powerful picture performance technologies to its customers. It was the first TV brand to introduce quantum dot displays, the first TV brand to introduce mini-LED backlight technology and the first TV brand to introduce televisions featuring Roku TV -- all of which demonstrates TCL's commitment to bring joy and simplicity to its customers through the thoughtful execution of technology.

"Our TV customers enjoy powerful picture performance from displays that are brighter, sharper, more colorful and bigger than ever," said Chris Larson, Senior Vice President, TCL North America. "But we recognize that with those more powerful display technologies in our customers' homes, the legacy of century-old motion standards aren't up to the task of delivering moving images that can take advantage of TCL's impactful displays. That's why TCL is so excited to support the TrueCut Motion standard, which will open up new tools for content creators, maximize the capabilities of TCL's displays and deliver truly astounding motion quality to our customers."

Acknowledging that both 4K and HDR have greatly improved still images, stunning motion has been the missing link in overall picture quality, especially on the latest big screen televisions. For the first time ever, TrueCut Motion brings it all together and closes the picture quality gap to make anything that moves onscreen look amazing across all screen sizes and devices.

"TrueCut Motion is a powerful innovation that delivers incredible motion across all of today's devices and screens. We are thrilled that TCL is collaborating with us to feature our platform solution," said Todd DeBonis, President and CEO, Pixelworks. "We share TCL's vision when it comes to perfecting every aspect of the viewing experience, and we're excited to be working with them to deliver superior motion to their customers."

About Pixelworks, Inc.

Pixelworks provides industry-leading content creation, video delivery and display processing solutions and technology that enable highly authentic viewing experiences with superior visual quality, across all screens – from cinema to smartphone and beyond. The Company has a more than 20-year history of delivering image processing innovation to leading providers of consumer electronics, professional displays and video streaming services. For more information, please visit the company's web site at www.pixelworks.com.

Note: TrueCut, Pixelworks, and the Pixelworks logo are registered trademarks of Pixelworks, Inc.

Safe Harbor Statement

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements may be identified by use of terms such as "begin," "continue," "will," "expect", "believe," "anticipate" "projected" and similar terms or the negative of such terms, and include, without limitation, statements about the collaboration between TCL and Pixelworks or the potential future benefits of incorporating TrueCut into TCL products. Such statements are based on management's current expectations, estimates and projections about the Company's business. These statements are not guarantees of future performance and involve numerous risks, uncertainties and assumptions that are difficult to predict. Actual results could vary materially from those contained in forward looking statements due to many factors, including, without limitation: our ability to execute on our strategy; competitive factors; the success of our products in expanded markets; current global health and economic challenges, including the impact of COVID-19; and our ability to complete agreements with TCL to incorporate TrueCut into TCL products. More information regarding potential factors that could affect the Company's financial results and could cause actual results to differ materially from those discussed in the forward-looking statements is included from time to time in the Company's Securities and Exchange Commission filings, including its Annual Report on Form 10-K for the year ended December 31, 2020 as well as subsequent SEC filings.

The forward-looking statements contained in this release are as of the date of this release, and the Company does not undertake any obligation to

update any such statements, whether as a result of new information, future events or otherwise.

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