



## Pixelworks Expands Flagship Visual Performance Boundaries in HONOR Magic4 Pro Smartphone

02/28/22

### First HONOR Smartphone to Incorporate Pixelworks Technology, Unlocks Superior Display Potential with High Resolution and Authentic Picture Quality, Immersive and Ultra-Smooth Gaming Experience

SHANGHAI, Feb. 28, 2022 /PRNewswire/ -- [Pixelworks, Inc.](#) (NASDAQ: PXLW), a leading provider of innovative video and display processing solutions, today announced the newly launched HONOR Magic4 Pro flagship smartphone incorporates the Pixelworks X5 Plus advanced visual processor. The dedicated visual solution brings comprehensive, industry-leading display technologies from Pixelworks, including **Dual MotionEngine® technology**, adaptive HDR display, absolute color accuracy, and smooth brightness control, providing a refreshing visual experience for end users.

The new HONOR Magic4 Pro flagship is highly competitive in both its configuration and performance. In terms of hardware, the flagship is built on the Qualcomm® Snapdragon™ 8 Gen 1 mobile platform, powered by Pixelworks' fifth generation visual processor, and equipped with a new generation of super-fast charging. For the camera, the HONOR Magic4 Pro flagship has 50 MP primary cameras featuring 7P lens modules, 50 MP ultra-wide-angle cameras, 64 MP telescope cameras with up to 100x digital zoom support. Specific to the display, the smartphone features a 6.81-inch AMOLED screen with an LTPO controller capable of 1-120Hz variable frame rate adjustment and maximum resolution of 2848x1312 pixels.

Pixelworks delivers multiple upgraded visual display attributes to the new HONOR Magic4 Pro flagship, including:

**Dual MotionEngine® Technology** – Pixelworks patented Dual MotionEngine® technology uses parallel processing that produces superior visual quality across a wide range of content, video formats, frame rates and multimedia Apps. The technology supports smartphone displays with refresh rate up to 120Hz, which helps eliminate judder and artifacts caused by the mismatch of frame rates, significantly improving the image quality of videos and games. These benefits can be utilized across multiple mainstream video Apps, such as iQIYI, Tencent, Youku and Bilibili. Notably, Pixelworks' MotionEngine® technology also boosts the frame rate of game content to 120Hz for more dynamic mobile gaming, while preserving original artistic intent to ensure natural and smooth motion quality. The solution also features a frame rate enhancement mode that has been uniquely optimized for more than 10 popular mobile games, including *Honkai Impact 3*, *Genshin Impact*, *King of Glory*, and *Perfect World*.

**Adaptive HDR** – Dynamically adjusts the tone mapping according to display brightness attributes and content to achieve high-precision HDR quality with enhanced details and expanded color scales for games and videos that are frequently distributed in SDR (standard dynamic range) format, resulting in a truly immersive gaming and fully cinematic video experience.

**Absolute Color Accuracy** – Every HONOR Magic4 Pro smartphone is factory-tuned with patented display calibration technology from Pixelworks, resulting in an average Delta E—an indicator for measuring color accuracy less than 0.5 (lower is better), meaning no deviations from perfect color reproduction can be detected by the human eye. With Pixelworks calibration, consumers can enjoy real-to-life color for all Apps and content spanning the sRGB, DCI-P3 and custom color gamuts. Additionally, this function also corrects color shift artifacts that can occur on AMOLED panels at low brightness to ensure color accuracy across the entire screen.

**True Flesh Tones** – A calibrated flesh tone solution ensures accuracy in all display modes to convey true-to-life skin tones for all content involving real people, whether in photos, video captured on the phone or popular movies streamed from an App.

**Smooth Brightness Control** – In dimly lit viewing environments, this feature provides finely tuned and automatic luminance control that enables ultra-smooth display brightness transitions with an unprecedented 16,384 gradients of brightness.

"As the pioneer model of HONOR's high-end flagship smartphones, extensive consideration was given to the design and configuration of HONOR Magic4 Pro," said Kun Li, GM of Magic Series Products, HONOR. "We believe the novel design appearance and powerful performance of this phone will satisfy both the real needs and future expectations of our users. With smartphones now being ubiquitous and used in a broad range of display scenarios, we've given the HONOR Magic4 Pro a more dynamic screen and expanded capabilities to consistently deliver an optimal visual experience. We are excited to collaborate with Pixelworks on this initial device and incorporate upgraded visual display performance into our lineup of flagship smartphones. In addition to demonstrating excellent overall visual quality, we are confident the HONOR Magic4 Pro is well equipped to deliver stunning visual performance in any scenario that our users encounter."

"The HONOR Magic4 Pro smartphone is an impressive flagship product in many respects, highlighted by unique attributes that include its innovative screen design, strong hardware and software performance, and futuristic camera systems," said Leo Shen, Sr. VP, GM of Mobile BU, Pixelworks. "HONOR commands a vital and growing share of the mobile market in China with its cutting-edge concepts and competitive technologies in smartphone manufacturing. Together, Pixelworks and HONOR provide an ideal combination of innovation that serves to expand our respective market penetration. Through our continued cooperation and joint efforts, we look forward to empowering more HONOR users with the enjoyment of a cinematic visual experience in the palm of their hands anytime, anywhere."

#### Availability

The recently announced HONOR Magic4 Pro smartphones are expected to be commercially available in the first half of 2022.

#### About HONOR

Established in 2013, HONOR is a leading global provider of smart devices. We are committed to becoming a global iconic tech brand and enabling a smart life across all scenarios and all channels, for all people. With a strategic focus on innovation, quality and service, HONOR is dedicated to developing technology that empowers people around the globe to go beyond through its R&D capabilities and forward-looking technology, as well as

creating a new intelligent world for everyone with its portfolio of innovative products.

For more information, please visit HONOR online at [www.hihonor.com](http://www.hihonor.com).

#### **About Pixelworks**

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 more than 20 years of history 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](http://www.pixelworks.com).

Note: Pixelworks, MotionEngine and the Pixelworks logo are registered trademarks of Pixelworks, Inc. Qualcomm and Snapdragon are trademarks of Qualcomm Incorporated, registered in the United States and other countries. Qualcomm Snapdragon is a product of Qualcomm Technologies, Inc. and/or its subsidiaries. All other trademarks are the property of their respective owners.

#### **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 launch dates of smartphones containing Company's 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 changes in our target markets, including as to demand. 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.*



**C** View original content to download multimedia: <https://www.prnewswire.com/news-releases/pixelworks-expands-flagship-visual-performance-boundaries-in-honor-magic4-pro-smartphone-301490886.html>

SOURCE Pixelworks, Inc.

Investor Contact: Brett L Perry, Shelton Group, P: 214-272-0070, E: [bperry@sheltongroup.com](mailto:bperry@sheltongroup.com), Media Contact: Emily Yu, Pixelworks, Inc., E: [comms@pixelworks.com](mailto:comms@pixelworks.com)