



Pixelworks Announces the Launch of IRX Gaming Experience Brand

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Mobile Visual Processing Solutions Coupled with Dedicated Game Tuning Services Take Mobile Gaming Experience to a Brand-New Level

SHANGHAI, July 31, 2023 /PRNewswire/ -- Pixelworks, Inc. (NASDAQ: PXLW), a leading provider of innovative visual processing solutions, today announced the official launch of its new IRX gaming experience brand. As a brand targeted at smartphone users, IRX is grounded on Pixelworks' mobile visual processing solutions and coupled with in-depth game tuning services. This combination leverages Pixelworks' expertise to achieve ultra-smooth gaming experience and the highest picture quality for different types of games on mobile devices. In addition, it exercises effective control of power consumption, latency and other performance variables to ensure stable and long-lasting gaming with optimal visual performance, providing end users with unparalleled mobile gaming experiences.

The IRX gaming experience is enabled by a portfolio of technology advantages and product application experiences based on the Company's innovative distributed rendering architecture. More specifically, Pixelworks' ultra-low latency MotionEngine® technology, low power super-resolution technology, AI Always-on HDR and other technologies bring optimized rendering capabilities to smartphones that exceed what can be achieved by a traditional chipset. Together with Pixelworks' profound tuning experience for different games on various mobile devices the result is a meaningfully enriched visual experience for smartphone users, which is the core foundation for the IRX gaming experience.

The IRX gaming experience brand will be supported by a certification program for mobile devices that incorporates Pixelworks visual processors. The certification program will be backed by a suite of visual quality evaluation systems agreed upon with smartphone manufacturers to ensure that Pixelworks powered smartphones provide the most outstanding gaming performance and utmost visual quality for consumers.

The IRX branded certification program is comprised of both device certification and game tuning services. Pixelworks will optimize the rendering capabilities and display quality of top games on mobile devices based on its visual processors' capabilities as well as the devices' performance characteristics. Smartphones that meet the technical requirements as well as Pixelworks' visual processing standards will be granted the IRX branded certification, and games that meet Pixelworks' visual quality requirements will be included in the IRX-supported game list. To date, there are 20 top games being enlisted on the [IRX-supported game list](#), which can be found on Pixelworks' official IRX gaming experience website. Furthermore, Pixelworks plans to establish expanded communication channels with consumers to help further educate end users on the benefits of the IRX gaming experience.

"IRX is a gaming experience brand from Pixelworks targeted directly towards mobile device users." said Ting Xiong, President of Pixelworks China. "Pixelworks would like to empower smartphone manufacturers to break the ceiling of mobile gaming experience from content optimization to performance enhancement with its innovative rendering technologies and years of game tuning and optimization experience. Additionally, we are also aiming to develop and promote consumer awareness around how to better evaluate visual display quality and the mobile gaming experience, enabling them to make smarter choices when purchasing a smartphone. By utilizing professional technologies and services to build more links across both products and users, we hope to drive mutual growth through in-depth interactions while bringing display performance and the mobile gaming experience to a brand-new level."

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.

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