



Pixelworks ImageProcessor ICs Earn Prestigious Award from DisplayMate as Best Image Processing Technology

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Tualatin, Ore., April 5, 2001 – Pixelworks, Inc. (NASDAQ:PXLW) announced today that its ImageProcessor ICs were chosen for the Best Image Processor Award in the Best Video Hardware Guide™ from DisplayMate Technologies, the foremost source for testing and evaluation of image and picture quality throughout the computer and video industries worldwide. DisplayMate Technologies chose Pixelworks ImageProcessor ICs as “the best commercially available image processor based solely on image and picture quality excellence and recommends it as a comparative standard of excellence for consumers, manufacturers and test labs alike.”

DisplayMate is the recognized worldwide standard for image and picture quality. Over 150 computer and video publications in 45 countries use DisplayMate for their editorial testing and reviews of video hardware. DisplayMate is used by most manufacturers for designing and evaluating displays and other video products. DisplayMate has been adopted as the official reference standard for judging displays at major international industry events such as the world renowned INFOCOMM Video Projection Shoot-Out and the Society for Information Display SID Display Technology Showcase.

“The Pixelworks ImageProcessor technology performs very impressively. The ability of the ImageProcessor chips to resize images, which is one of the most challenging tasks they must perform, and to sync to an analog signal is the best we’ve seen,” said Dr. Raymond Soneira, Founder, President and CEO of DisplayMate Technologies. “We added image processors as a category in the Guide because we believe it’s important that consumers become aware of which image processing electronics are inside their flat panel displays because it can have a significant impact on the image and picture quality of the monitor.”

“As the leading provider of system-on-a-chip ICs for the advanced display market, we are extremely proud that DisplayMate has selected our ImageProcessor ICs as the standard in the advanced display industry,” said Brad Zenger, Vice President of Marketing at Pixelworks. “It is a testament to the hard work of our innovative engineering team that Pixelworks’ technology is considered the best of the best.”

The Best Video Hardware Guide is compiled as a free and objective service of DisplayMate Technologies Labs. Evaluations in 36 award categories of video hardware are based on the accurate reproduction of DisplayMate’s most challenging test patterns using the DisplayMate Multimedia Edition. The Guide can be viewed at www.displaymate.com/best.html.

About DisplayMate Technologies

DisplayMate Technologies, based in Amherst, N.H., is a company devoted exclusively to video testing, evaluation and optimization. The company develops state-of-the-art video diagnostic products for the consumer and professional markets. DisplayMate Technologies is widely recognized throughout the computer and video industries as the worldwide leader in video diagnostics, which are used in the calibration, testing, evaluation and optimization of image and picture quality for all types of displays, such as CRTs, analog and digital LCDs and plasma displays, video projectors, microdisplays, HDTVs and more. For more information, please visit the company’s Web site at www.displaymate.com.

About Pixelworks, Inc.

Pixelworks, headquartered in Tualatin, Oregon, is the leading provider of system-on-a-chip ICs for the advanced display market. Pixelworks’ solutions process and optimize video, computer graphics and Web information for display on a wide variety of devices used in business and consumer markets. Pixelworks ImageProcessor Architecture powers the world’s most highly regarded flat panel display products, including monitors and projectors marketed by Compaq, Dell, NEC-Mitsubishi, Samsung, Sony and ViewSonic. For more information, please visit the company’s Web site at www.pixelworks.com.