



Pixelworks Post Processing Technology Selected for New Sanyo LCD Projector

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TUALATIN, Ore.--(BUSINESS WIRE)--Oct. 27, 2008--Pixelworks, Inc. (NASDAQ:PXLW), an innovative provider of powerful video and pixel processing technology, announced today that its PW610 digital projection post processor is enabling higher resolution and better performance in Sanyo's recently released high-end LCD projector, the LP-XP200L.

"Pixelworks provided the solution we needed to rapidly bring to market a brighter, higher performance projector for business applications. Pixelworks' PW610 post processor IC enabled us to create a superior image quality LCD projector, with industry leading horizontal and vertical keystone correction. Pixelworks' front end scaler chips also made it easy to interface the PW610 with our design, improving time to market for our new projector," said Hiromitsu Okuno, Engineering Manager, Projector Division of Sanyo Electric Co., Ltd.

With 7000 lumens and 1024X768 resolution, the LP-XP200L is an ideal LCD projector for the business market.

Sanyo selected Pixelworks' PW610 IC to provide post processing functions including multi-filter sharpness control for the sharpest (or softest) possible image, even at extreme off-axis, or "keystone" angles. An advanced display timing generator and a 1024 point output gamma table ensures signal compatibility and color correction for any projection display. The PW610 uses a 12-bit image path to correct keystone image projection, with unparalleled accuracy and speed. An advanced memory architecture enables simultaneous horizontal and vertical keystone correction and ARK Engine(TM) technology supports pin cushion correction and barrel distortion correction at all resolutions.

"We have enjoyed a long relationship with Sanyo, one of the world's premier display manufacturers, and are pleased to have been selected to help Sanyo develop their latest high-end LCD projector," said Anthony Simon, Vice President, Marketing of Pixelworks. "Pixelworks continues to provide our customers with industry leading video processing technology to help them develop and deliver higher performing, more cost effective display devices."

About Pixelworks, Inc.

Pixelworks, headquartered in Tualatin, Oregon, is an innovative designer, developer and marketer of video and pixel processing technology semiconductors and software for high-end digital video applications. At design centers in Shanghai and San Jose, Pixelworks engineers push pixel performance to new levels for leading manufacturers of consumer electronics and professional displays worldwide.

For more information, please visit the company's Web site at www.pixelworks.com

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CONTACT: Pixelworks, Inc.
Steven Moore, 408-200-9221
smoore@pixelworks.com

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