



Pixelworks' MotionEngine™ Processor Powers Tier 1 Korean TV OEM's 4Kx2K Ultra Definition TV

October 18, 2012

SAN JOSE, Calif.--(BUSINESS WIRE)--Oct. 18, 2012-- Pixelworks, Inc. (NASDAQ:PXLW), an innovative provider of powerful video and pixel processing technology, today announced that its MotionEngine™ video processor has been selected by a tier 1 Korean TV OEM to power their first 84" 4Kx2K Ultra Definition (UD) TV that offers an unparalleled immersive home TV experience.

This 84" UD TV boasts astonishing picture quality with 8 million pixels per frame, four times the resolution (3840 x 2160) of existing Full HD TVs. The increased resolution and fine pixel pitch combined with Pixelworks MotionEngine™ technology deliver a totally new level of realism that captures the viewer with its large form factor. Equipped with CINEMA 3D technology, it also provides the best 3D viewing experience available while allowing viewers to fine-tune the "distance" between near and far objects on the screen for a truly customized 3D experience. The 84" UD TV has been introduced in the Korean market and is now rolling-out in North America, Europe, Asia and Latin America.

"Pixelworks is extremely excited to work with this tier 1 Korean TV OEM on their first 4Kx2K UD TV," said Graham Loveridge, Sr. Vice President of Marketing at Pixelworks. "This UD TV represents an inflection point for the TV industry, signaling a new era for home entertainment with stunning realism and greater immersion than previously possible. As the resolution of displays increase, the need for high quality processing grows exponentially. With Pixelworks MotionEngine™ video processor technology delivering the highest quality viewing experience, we are able to fully leverage the increased resolution of UD TVs and provide pristine image quality with an unprecedented level of detail."

For additional information on new products, as well as product demos, please contact your local Pixelworks office (<http://www.pixelworks.com/locations.php>) to obtain an invitation.

About Pixelworks, Inc.

Pixelworks, headquartered in San Jose, California, 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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