



Pixelworks' Video Display Processors Debut At CES In Ultra High Definition TVs

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SAN JOSE, Calif.--(BUSINESS WIRE)--Jan. 7, 2013-- Pixelworks, Inc. (NASDAQ:PXLW), a pioneer in innovative video and display processing technology, today announced that its latest MotionEngine™ video display processors will be debuted in 4Kx2K Ultra High Definition models from multiple Tier-one manufacturers at the Consumer Electronics Show in January.

These new flat panel televisions establish the new standard for immersive viewing, delivering truly remarkable picture quality with 8 million pixels per frame – four times the resolution (3840 x 2160) of existing full HD TVs. Pixelworks' latest video display processors are the ideal engine to drive higher resolution screens due to its fine pixel pitch, which creates a completely new level of realism and fidelity. In addition, these screens provide the best 3D viewing experience available with new features that allow the viewer to customize viewing distance for the optimum 3D effect. Several of the largest, highest resolution Ultra High Definition TVs making their global debut at CES will incorporate Pixelworks' latest technology.

"Pixelworks is very pleased to be working with these leading Tier-one TV manufacturers and have our technology chosen to power the latest, state-of-the art Ultra High Definition TVs," said Graham Loveridge, Sr. Vice President of Marketing at Pixelworks. "Ultra HD TVs mark a new era in home entertainment and represent a substantial market opportunity for Pixelworks. The need for video display processing is growing exponentially as resolution continues to increase. Today, our video display processors deliver the highest picture quality in the industry, and we look forward to expanding our technology leadership in this market as well as others as high quality resolution becomes a key feature of all displays."

For additional information, including product demos of Pixelworks' newest video display processors, please contact your local Pixelworks office (<http://www.pixelworks.com/locations.php>) to obtain an invitation to the Pixelworks suite at CES.

About Pixelworks, Inc.

Pixelworks creates, develops and markets video display processing technology for digital video applications that demand the very highest quality images. At design centers around the world, Pixelworks engineers constantly push video performance to keep manufacturers of consumer electronics and professional displays worldwide on the leading edge. The company is headquartered in San Jose, CA.

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

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