



Pixelworks Introduces Next Generation Video Display Processor

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New chip to power Ultra High Definition 4Kx2K TVs at CES

SAN JOSE, Calif.--(BUSINESS WIRE)--Jan. 7, 2013-- Pixelworks, Inc. (NASDAQ:PXLW), a pioneer in innovative video and display processing technology, today announced the release of its next generation MotionEngine™ PA168 video display processor. These new processors are powering the latest 4Kx2K Ultra High Definition TVs that will be on display at the 2013 Consumer Electronics Show in January.

The PA168 video display processor was designed to meet the demanding performance requirements of new 4Kx2K screens. These flat panel televisions establish the latest 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' PA168 raises the bar for Frame Rate Conversion, featuring “halo free” performance and the ability to illuminate “unperceivable pixels” to deliver more realistic images. Several of the largest, highest resolution Ultra High Definition TVs making their global debut at CES will incorporate Pixelworks' latest technology.

The new 4Kx2K screens, as well as the newly introduced “retina” display screens, represent the next wave in the evolution of video display technology. Pixelworks' latest video display processing technology provides the ideal engine to drive higher resolution screens of any size due to its fine pixel pitch, which creates a completely new level of realism and fidelity. In addition, the “cascadable design” of the PA168 enables scalability of the processor to support even higher resolution designs in the future.

“Pixelworks is very proud that our technology is being recognized as a vital component in the newest generation of high resolution screens,” said Graham Loveridge, Sr. Vice President of Marketing at Pixelworks. “The need for video display processing is growing exponentially as resolution continues to increase, representing a substantial market opportunity for Pixelworks. 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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