



Pixelworks Brings Cinematic Picture Quality to Screens of All Sizes at 2014 CES

12/16/13

Pixelworks' high-end video display processors save power, boost video quality and enhance the viewing experience from Ultra HD TVs to tablets and smartphones

SAN JOSE, Calif.--(BUSINESS WIRE)--Dec. 16, 2013-- Pixelworks, an innovative provider of video display processing technology, today announced it will demonstrate its industry leading video quality technology across multiple product categories at CES in January, from the largest 4Kx2K Ultra HD TVs to the most compact tablets and smartphones. At last year's CES, the Company's video display processors powered multiple Ultra HD TV offerings from industry leading Japanese and Korean manufacturers. This year, the Company is extending that technology—and cutting edge picture quality—to smaller and mobile screens.

"Video is rapidly becoming the dominant content choice of consumers and an increasing percentage of that video consumption is taking place on screens other than televisions," said Graham Loveridge, Pixelworks' SVP of Sales and Marketing. "The market is clearly moving towards a 'video everywhere' ecosystem, and Pixelworks' technology is now enabling mobile screens with the capability of showing the same high quality video as seen on Ultra HD TVs."

"Superior video quality is not as simple as packing more pixels into a smaller screen. As resolutions increase, our eyes become more sensitive to video artifacts such as judder and motion blur, and these video quality challenges only increase on higher resolution screens. Pixelworks' sophisticated video display processing solutions are essential for addressing these challenges and providing the illusion of realism created by higher resolution, regardless of screen size," concluded Loveridge.

In addition to demonstrating side-by-side video quality comparisons on today's most popular mobile screens at CES, Pixelworks will also exhibit its advanced video processing capabilities for 4Kx2K Ultra HD TVs with multiple manufacturers as well as its new mobile connectivity and collaboration solutions for projectors.

Pixelworks' portfolio of video display solutions includes patented Motion Estimation and Motion Compensation (MEMC) technologies and the industry's only Halo-Free Frame Rate Conversion (FRC). These technologies are critical for creating the most realistic picture possible on video displays. Moreover, Pixelworks' innovative cascading architecture enables platforms to be scaled for significantly higher resolutions and refresh rates, smooth playback of low-frame internet video content, as well as real-time 2D to 3D conversion.

For additional information on new products, as well as an invitation to view these latest new product demos and more at the 2014 CES, please contact your local Pixelworks office (<http://www.pixelworks.com/locations.php>).

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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