



Pixelworks to Demonstrate Mobile Video Display Technology at Mobile World Congress 2014

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Pixelworks' video display processors save power, boost video quality and extend the UHD TV viewing experience to tablets and smartphones

SAN JOSE, Calif.--(BUSINESS WIRE)--Feb. 19, 2014-- Pixelworks, Inc. (NASDAQ:PXLW), a pioneer in innovative video display processing technology enabling the highest quality viewing experience for displays of all sizes, today announced it will demonstrate its industry leading video quality technology across multiple mobile products at Mobile World Congress in February 2014. The same core technology was recently showcased by Pixelworks on Ultra HD TVs at CES in January, proving the relevance of this technology across a wide array of platforms and screen sizes.

"Mobile devices have historically been designed to serve as a 'third screen' in terms of video consumption. However, the convenience of these devices and the available bandwidth to connect them to content is rapidly transforming mobile devices into the 'first screen' for nearly all content, including video," said Graham Loveridge, Pixelworks' SVP of Sales and Marketing. "As a result, mobile platforms are now evolving to provide the same video display quality that consumers are accustomed to seeing on high-end televisions, and Pixelworks' technology is a key enabler of this evolution."

"Attaining superior video quality on mobile platforms is not as simple as packing more pixels onto a smaller screen. As resolution increases on a given display video artifacts become more apparent regardless of screen size, reducing both video quality and the ultimate viewing experience. Additionally, other factors such as power consumption and backlight management must be considered as well. Pixelworks' sophisticated video display processing technology has been specifically designed to address these challenges and deliver a comprehensive set of value-add solutions to mobile platforms," concluded Loveridge.

Pixelworks' mobile video processing demos include side-by-side video quality comparisons on today's most popular mobile screens, demonstrating how its video display processing technology addresses problems on mobile video displays and improves the user's viewing experience. The Company's portfolio of video display technologies includes patented Motion Estimation and Motion Compensation (MEMC) and the industry's only Halo-Free Frame Rate Conversion (FRC) – both of which are critical technologies for creating the most realistic picture possible. In addition, Pixelworks' solutions also enable correct color management and backlight control, which produce superior video playback in any lighting environment.

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

Note to Editors:

Media interested in meeting with Pixelworks during Mobile World Congress 2014 to learn more about the Company's mobile video display technology should contact Stacey Voorhees-Harmon at stacey@savvypublicrelations.net or +1-925-336-9592.

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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