



Pixelworks to Present at 2014 DisplaySearch Emerging Display Technologies Conference in San Jose, CA on August 5, 2014

07/29/14

High resolution screens need Video Display Processing to achieve full potential

SAN JOSE, Calif.--(BUSINESS WIRE)--Jul. 29, 2014-- Pixelworks (NASDAQ: PXLW), an innovative provider of video display processing technology, today announced that Graham Loveridge, SVP of Strategic Marketing and Business Development, will present at the 2014 DisplaySearch Emerging Display Technologies Conference to be held at the Hilton Hotel in San Jose, CA on August 5, 2014. The title of the presentation is "Unlocking the Full Potential of 4K" and it is scheduled to commence at 11:20 a.m. Pacific Daylight Time as part of the "4K Everywhere" session, which will be led by Paul Gagnon, NPD DisplaySearch Director of Global TV Research.

Mr. Loveridge's presentation will explore the benefits of high resolution screens, whether users can perceive increased resolution, and how to achieve optimal performance on higher resolution screens.

"There are many questions regarding whether higher resolution screens make sense on mobile devices," said Graham Loveridge. "While these screens offer tremendous advantages, higher resolution by itself is not enough to provide a satisfactory, high quality video viewing experience. To fully capture the benefits of higher resolution, manufacturers must first address the issue of video artifacts, which become significantly more noticeable as pixel densities increase. These artifacts can reduce video quality to such a degree that a higher resolution screen without Video Display Processing technology can appear inferior when compared to a lower resolution screen aided by Video Display Processing technology."

Other sessions and presenters at the event will discuss 4K's growing popularity across video displays of all sizes, and how content creation and viewing habits will ultimately change as a result of this trend. More information about the conference can be found at <http://www.displaysearch.com>.

Note to Editors:

Media interested in meeting with Pixelworks to learn more about the company's mobile display technology should contact Jacqueline O'Brien, Savvy Public Relations, +1-409-594-9230, jacqueline@savvypublicrelations.net.

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, mobile devices 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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Source: Pixelworks, Inc.

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