



Pixelworks Joins the Entertainment Technology Center at the University of Southern California

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Pixelworks' video display processors bring cinematic video quality to mobile devices, UHD TVs and projectors

SAN JOSE, Calif.--(BUSINESS WIRE)--Aug. 12, 2014-- Pixelworks (NASDAQ: PXLW), an innovative provider of video display processing technology, today announced it has joined the Entertainment Technology Center at the University of Southern California (ETC@USC), the media and entertainment think tank housed in the School of Cinematic Arts. ETC@USC is a nonprofit, member-funded organization that explores issues related to the creation, distribution, and consumption of entertainment content.

"High value video content is increasingly consumed across a broad range of devices, including tablets, notebooks and smartphones," said Graham Loveridge, Pixelworks' SVP Strategic Marketing and Business Development. "Yet reproducing the content creator's intent requires the sophisticated display processing and picture quality tuning that is only found in televisions and projectors today. The ETC provides a great collaborative forum that will help us to ensure that our display processors provide the best video experience on all screens, including mobile devices."

Pixelworks' portfolio of video display technologies includes patented Motion Estimation and Motion Compensation (MEMC) and the industry's only Halo-Free Frame Rate Conversion (FRC) – critical technologies for creating the most realistic picture possible on video displays. In addition, Pixelworks' expertise in correct color and contrast management produces the highest quality video playback in any light and on any screen.

ETC@USC acts as a convener and accelerator for entertainment technology and commerce through research, publications, events, collaborative projects, and shared exploratory labs and demonstrations. Its charter is to help "drive collaborative projects among its member companies and engage with next generation consumers to understand the impact of emerging technology on all aspects of the entertainment industry, especially technology development and implementation, the creative process, business models, and future trends."

"From its inception, the ETC@USC has always considered the audience experience and the means to deliver the truest intention of entertainment creators central to its mission," said Kenneth Williams, Executive Director and CEO of The Entertainment Technology Center. "Pixelworks' extensive experience with video display technology brings their subject matter expertise to ETC's portfolio of projects and their membership provides Pixelworks with access to a collaborative environment where industry leaders convene to address and research transformative issues. They represent an important addition to ETC's growing membership and expanding research."

The Entertainment Technology Center was founded in 1993 with the help of George Lucas and with the goal of bringing technology and entertainment visionaries together to collaborate on the future of entertainment technology. Along with USC's School of Cinematic Arts, ETC's Executive Sponsoring participants include: Disney, Sony Pictures Entertainment, Paramount Pictures, Twentieth Century Fox, Universal Pictures, Warner Bros. Entertainment, Lucasfilm Ltd, and TATA Consultancy Services. As a research organization devoted to identifying pivotal, emerging entertainment technologies and creating programs to analyze and test them, the Center and its members are currently engaged in ETC's "**Project Cloud**" which unites technology leaders and studio executives to assess and define methods that accelerate use of cloud-based resources for the evolution of film and television; the impact of **Ultra-High Definition** television on producers, distributors and consumers, and several emerging areas of study including **Big Data & Metadata, Virtual Production, and Narrative Sciences**.

For additional information on new products and technologies, please contact your local Pixelworks office (<http://www.pixelworks.com>).

About the ETC@USC

The Entertainment Technology Center at the University of Southern California (ETC@USC) is a think tank and research center within the USC School of Cinematic Arts that brings together senior executives, innovators, thought leaders, and catalysts from the entertainment, consumer electronics, technology, and services industries along with the academic resources of the University of Southern California to explore and to act upon topics and issues related to the creation, distribution, and consumption of entertainment content. ETC@USC helps drive collaborative projects among its member companies and engages with next generation consumers to understand the impact of emerging technology on all aspects of the entertainment industry, especially technology development and implementation, the creative process, business models, and future trends. (www.etccenter.org)

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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