



## Pixelworks to Demonstrate Its Industry-Leading Video Processing Technology at CES 2015

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*Company's video quality advancements for next generation displays provide clearer detail and smoother motion for an enhanced user experience*

SAN JOSE, Calif.--(BUSINESS WIRE)--Dec. 19, 2014-- Pixelworks, Inc. (NASDAQ:PXLW), an innovative provider of video display processing technology, will demonstrate how its technology is being used to improve image quality across a broad range of screens, from smartphones to projectors to UHD TVs. The Company's technology works at the pixel level to dramatically improve display performance and the user experience for gaming, movies, photos, web browsing and productivity. Regardless of screen size, Pixelworks' technology provides manufacturers with a significant opportunity to differentiate their next generation products.

Pixelworks' technology is targeted to deliver highly desired capabilities in specific end markets. These include:

**True Clarity™**— Pixelworks' brand name for the suite of image quality and usability enhancements delivered by its IRIS mobile video display processors, which increase clarity and usability in all lighting conditions.

**Extended Battery Life** – Working at the system level, Pixelworks mobile display processors reduce overall system power, extending battery life.

**Increased System Performance** – Pixelworks mobile display processors enhance system performance by offloading the main CPU and GPU to free up valuable system resources for enhanced UIs, greater responsiveness, and more processing power.

**Ultra-realistic 4K UHD** – Cutting edge 4K UHD video display processing that eliminates artifacts that destroy the realism created by high-resolution video.

**VueMagic®** – Designed for collaboration and communication, Pixelworks VueMagic® solutions allow multiple users to connect to a projected display to present, share and work together in an intuitive, interactive environment.

Taken as a whole, Pixelworks video processing technology addresses all aspects of the viewing experience—for every screen—by enhancing image quality and usability.

“At CES 2015 we will be demonstrating the broad applicability of our technology,” said Graham Loveridge, Sr. Vice President of Strategic Marketing and Business Development at Pixelworks. “Regardless of the application, our leading-edge video display processing makes any screen more enjoyable to watch, providing manufacturers with the ability to truly differentiate their next generation devices with visible and attractive new features and benefits.”

Pixelworks will demonstrate its video quality technologies for all displays at CES 2015 in Las Vegas, January 6<sup>th</sup> to the 9<sup>th</sup>. To see a demo at Pixelworks' suite please contact your local Pixelworks office (<http://www.pixelworks.com/locations.php>) to obtain an invitation. For more information, visit the Company's website: [www.pixelworks.com](http://www.pixelworks.com).

### 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](http://www.pixelworks.com).

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Source: Pixelworks, Inc.

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