



## Pixelworks Video Enhancement Chip Makes Smartphone Debut in ASUS ZenFone 3 Ultra

May 31, 2016

*New ASUS 6.8" smartphone utilizes Pixelworks' True Clarity® video display processing technology to bring HDTV experience to mobile*

SAN JOSE, Calif.--(BUSINESS WIRE)--May 31, 2016-- Pixelworks, Inc. (NASDAQ:PXLW), an innovative provider of video display processing technology, today announced that ASUS, a leading enterprise in the new digital era, is launching the world's first smartphone using the Pixelworks Iris video display processor with True Clarity® video enhancement features. Incorporating the Iris processor in the 6.8" phone, dubbed the ZenFone 3 Ultra, will establish a new standard for HDTV quality mobile video, and in the process provide a more enjoyable user experience.

"We're very pleased to be the first to offer a smartphone with Pixelworks' Iris video enhancement processor," said Rangoon Chang, ASUS General Manager, Mobile Computing Business Unit. "Mobile video is extremely important to our customers and every indication suggests this trend will only accelerate. Being able to watch true HD quality video on this larger screen ZenFone 3 Ultra will be a real pleasure, and consumers will be treated to a dramatically different viewing experience."

In addition to the video quality enhancement provided by Iris, the ASUS ZenFone 3 Ultra sports a gorgeous 6.8" LCD panel with full HD (1920x1080) resolution, and a state-of-the-art QCOM 8976 applications processor. Iris also offers back light control to extend battery life and usage time of the ZenFone 3 Ultra, an essential capability given the larger screen.

"Pixelworks has always been about improving picture quality, regardless of the screen it's viewed on or the technology used to deliver it," said Richard Miller, Pixelworks Executive Vice President. "We're very pleased that Iris and our True Clarity technology is able to help ASUS bring their vision of an industry-changing video viewing experience to life."

Pixelworks' Iris family of mobile display processors work at the pixel level to dramatically improve the mobile viewing experience by removing annoying video artifacts that degrade the viewing experience, while freeing the central processor of these tasks. In fact, this advanced technology improves all aspects of the mobile viewing experience, including gaming, video, photos, web browsing and productivity.

With Iris' True Clarity video enhancement features on the ZenFone 3 Ultra, consumers can look forward to live sports, for instance, that will be easier and more enjoyable to watch; users will now be able to follow the ball and read scrolling news across the bottom of the screen, free of judder and motion blur.

For additional information on Iris family of video display processors, as well as a product demo, please contact your local Pixelworks office (<http://www.pixelworks.com/locations.php>) to obtain an invitation.

### 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).

Note: Pixelworks, the Pixelworks logo, and True Clarity are registered trademarks of Pixelworks, Inc. All other names and brands are trademarks or registered trademarks of their respective holders.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160531005230/en/>

Source: Pixelworks, Inc.

Pixelworks, Inc.

#### Investor Contact:

Shelton Group  
Brett L Perry, +1-214-272-0070  
[bperry@sheltongroup.com](mailto:bperry@sheltongroup.com)

or

#### Media Contact:

Pixelworks, Inc.  
[info@pixelworks.com](mailto:info@pixelworks.com)