



Himax Technologies Announces Partnership with NUVIZ

NUVIZ to Incorporate Himax LCOS Microdisplays into Flagship HUD Units

TAINAN, Taiwan – September 8, 2016 – Himax Technologies, Inc. (Nasdaq: HIMX) (“Himax” or “Company”), a leading supplier and fabless manufacturer of display drivers and other semiconductor products, today co-announced a partnership with [NUVIZ, Inc.](#) to develop a head-up display (“HUD”) product. With headquarter in San Diego, USA and research team in Finland, NUVIZ is mostly well-known in the industry as a leading HUD provider for motorcycle helmets. Dedicating in the HUD sector for over 3 years, NUVIZ has developed groundbreaking wearable products utilized by the motorcycling business. Under the partnership, NUVIZ will incorporate Himax’s LCOS microdisplays into its flagship product, the first connected HUD for any motorcycle helmet. Himax's LCOS manufacturing facility is currently shipping NUVIZ’s customized displays for assembly in preparation of the company’s pending product launch in the second half of 2016.

Himax's LCOS microdisplay technology is the leading application for HUD and Augmented Reality (AR) devices. Its reflective LCOS display provides bright, high-definition imaging and low-power consumption for a variety of AR and HUD applications. Himax's LCOS technology is also preferred for its durability and resistance to elements, particularly for exterior use such as NUVIZ’s model. NUVIZ is one of the 30-plus customer brand leaders with whom Himax is currently working and includes leading multinationals in a wide variety of industries such as software, gaming, search, mobile, social media, military, automotive, wearable, and toy.

"We are pleased to be part of another HUD product launch and believe NUVIZ has designed an excellent application warranting high adoption rates by their target customers," began Jordan Wu, President and CEO of Himax Technologies. "Our LCOS team is currently working with dozens of companies and product designs set to launch in the coming months, and many more for the years ahead. After more than a decade of development of our LCOS display technologies, we believe it is the superior product for HUD applications for motorcyclists and automobiles and variety of other applications. Our LCOS solution has set the standard in the wearable marketplace which is leading us into an exciting new phase of our growth."

"This partnership with Himax underscores NUVIZ’s commitment to creating a superior product for motorcyclists around the world," said Jari Niemela, Chief Executive Officer of NUVIZ. "Himax’s LCOS microdisplays will play a key role in revolutionizing the riding experience as we deliver HUD technology and connected driving solutions to motorcycling."

On the Company's second quarter earnings call, Himax detailed its new expansion plan for next generation LCOS and wafer level optics ("WLO") production lines that will significantly enlarge its capacity for mass production and also offer a major technology advancement for very high end products of the future. In addition to several companies launching products in 2016, the Company expects further new launches of AR and HUD products from more customers, as well as increasing shipment of existing customers in 2017 and beyond.

About Himax Technologies, Inc.

Himax Technologies, Inc. (NASDAQ:HIMX) is a fabless semiconductor solution provider dedicated to display imaging processing technologies. Himax is a worldwide market leader in display driver ICs and timing controllers used in TVs, laptops, monitors, mobile phones, tablets, digital cameras, car navigation, virtual reality (VR) devices and many other consumer electronics devices. Additionally, Himax designs and provides controllers for touch sensor displays, in-cell Touch and Display Driver Integration (TDDI) single-chip solutions, LED driver ICs, power management ICs, scaler products for monitors and projectors, tailor-made video processing IC solutions, silicon IPs and LCOS micro-displays for augmented reality (AR) devices and head-up displays (HUD) for automotive. The Company also offers digital camera solutions, including CMOS image sensors and wafer level optics which are used in a wide variety of applications such as mobile phone, tablet, laptop, TV, PC camera, automobile, security, medical devices and Internet of Things. Founded in 2001 and headquartered in Tainan, Taiwan, Himax currently employs around 2,100 people from three Taiwan-based offices in Tainan, Hsinchu and Taipei and country offices in China, Korea, Japan and the US. Himax has 2,878 patents granted and 480 patents pending approval worldwide as of June 30th, 2016. Himax has retained its position as the leading display imaging processing semiconductor solution provider to consumer electronics brands worldwide.

<http://www.himax.com.tw>

About NUVIZ

NUVIZ has ushered in a new era of motorcycle riding and connectivity with the first connected head-up display (HUD) for any motorcycle helmet. NUVIZ instantly upgrades any full face or modular helmet, giving riders the modern conveniences they desire without sacrificing the style and fit of the helmet they prefer. NUVIZ's proprietary HUD technology combines navigation, communication, camera, and entertainment in one device, resulting in a safer, yet more exhilarating ride. For more information, please visit www.ridenuviz.com.

www.ridenuviz.com

Forward Looking Statements

Factors that could cause actual events or results to differ materially include, but not limited to, General business and economic conditions and the state of the semiconductor industry; market acceptance and competitiveness of the driver and non-driver products developed by the Company; demand for end-use applications products; reliance on a small group of principal customers; the uncertainty of continued success in technological innovations; our ability to develop and protect our intellectual property; pricing pressures including declines in average selling prices; changes in customer order patterns; changes in estimated full-year effective tax rate; shortages in supply of key components; changes in environmental laws and regulations; exchange rate fluctuations; regulatory approvals for further investments in our subsidiaries; our ability to collect accounts receivable and manage inventory and other risks described from time to time in the Company's SEC filings, including those risks identified in the section entitled "Risk Factors" in its Form 20-F for the year ended December 31, 2015 filed with the SEC, as may be amended.

Company Contacts:

Jackie Chang, CFO

Himax Technologies, Inc.

Tel: +886-2-2370-3999 Ext.22300

Or

US Tel: +1-949-585-9838 Ext.252

Fax: +886-2-2314-0877

Email: jackie_chang@himax.com.tw

www.himax.com.tw

Penny Lin, Investor Relations

Himax Technologies, Inc.

Tel: +886-2-2370-3999 Ext.22320

Fax: +886-2-2314-0877

Email: penny_lin@himax.com.tw

www.himax.com.tw

Investor Relations - US Representative

John Mattio, Founder

Lamnia International, LLC.

Tel: +1 (203) 885 -1099

Direct: +1 (203) 885 -1058

Email: jmattio@lamniintl.com

www.lamniintl.com

NUVIZ, Inc.

Noe Sacoco, LMGPR

noe@lmgpr.com

US Tel: +1-408-340-8130