



Himax Technologies, Inc. Display Drivers Power HTC's Latest Flagship Smartphones

Outstanding Display Performance Demonstrates Solid Technology Leadership in Mobile

TAINAN, Taiwan – April 15, 2016 – Himax Technologies, Inc. (Nasdaq: HIMX) (“Himax” or “Company”), a leading supplier and fabless manufacturer of display drivers and other semiconductor products, today announced Himax’s display driver IC of Quad HD (“QHD”) resolution family, HX8396-C, has been adopted by HTC, one of the world’s leading mobile manufacturers, to power its new flagship smartphone HTC 10.

Himax’s HX8396-C is by far the smallest QHD display driver IC for high-end TFT-LCD smartphones in the industry with outstanding power efficiency and ultimate display performance. Through integrated frame buffer and proprietary memory compression technologies, HX8396-C reduces power consumption of the application processor and device for extended battery life. As a leading innovator of display solutions, Himax’s QHD resolution display driver ICs are backed by the built-in Optimal Display Synthesizer (ODS) to deliver advanced features, including Color Enhancement (CE), Content Adaptive Brightness Control (CABC) and Sunlight Readability Enhancement (SRE) to make displays brighter and wider color gamut. These features optimize both battery life and image quality. HX8396-C supports the latest VESA (Video Electronics Standards Association) Display Stream Compression standard and MIPI DSI 2-port interface. It is compatible with all mainstream application processors, and adopted by international panel makers with mass production started in 2015.

"We are happy that HTC has adopted our product in their latest flagship smartphone HTC 10," stated Jordan Wu, Chief Executive Officer and President of Himax Technologies, Inc. "Viewing experience is critical to smartphones nowadays and Himax has always been working side by side with panel makers and mobile brand companies and manufacturers on next generation displays to enable better devices. I’m glad to also announce that leading LTPS panel makers have been actively adopting Himax’s QHD display driver solutions."

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 heads-up displays (HUD) for automotives. 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 1,900 people from three Taiwan-based offices in Tainan, Hsinchu and Taipei and country offices in China, Korea, Japan and the US. Himax has 2,764 patents granted and 566 patents pending approval worldwide as of December 31, 2015. Himax has retained its position as the leading display imaging processing semiconductor solution provider to consumer electronics brands worldwide.

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

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.

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