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DTS Now Providing Premium Audio For Alibaba's Growing Digital Entertainment Ecosystem

China eCommerce Giant Integrates DTS-HD for Enhanced Listening Experiences in Connected Devices, Including Next-Generation OTT Boxes

CALABASAS, Calif., April 13, 2015 /PRNewswire/ -- [DTS, Inc.](#) (Nasdaq: DTSI), a global leader in high-definition audio solutions, has integrated its DTS-HD sound technology in the Tmall Box, the set-top box operated by the digital entertainment unit of Alibaba Group (NYSE: BABA). Powered by the Amlogic quad-core System-on-Chip (SoC), this partnership provides Chinese consumers with a high-quality home entertainment experience for streaming content and connected devices.

The Tmall Box offers pay TV, online video streaming, music, video games and other digital entertainment options, and is now available on [Tmall.com](#), China's largest B2C shopping platform operated by Alibaba Group.

"We want our customers to enjoy the best digital entertainment experience possible, and audio is one of the key elements in achieving that goal," said Patrick Liu, president of the digital entertainment business unit of Alibaba Group. "With the DTS-HD end-to-end solution, we are able to offer our customers a huge library of movies, music and more featuring high-quality audio that will enhance their enjoyment of streaming content."

DTS-HD features next-generation decoding technology that enables equipped products to process more advanced audio, such as broader support for low-bit-rate (LBR) streaming media and adaptive streaming to overcome bandwidth, storage and network constraints.

"With Alibaba Group's leading position in China's e-commerce and digital entertainment sectors, this partnership provides another avenue to bring DTS audio into the homes of the vast China market," said Brian Towne, president, DTS Asia Pacific and executive vice president, DTS. "This agreement is another milestone in our efforts to collaborate with leading global brands to deliver great audio solutions that enhance the listener experience."

For more information about DTS, please visit [www.dts.com](#), or connect with DTS on [Facebook](#) and Twitter ([@DTS_Inc](#)).

About DTS, Inc.

DTS, Inc. (Nasdaq: DTSI) is a premier audio solutions provider for high-definition entertainment experiences—anytime, anywhere, on any device. DTS' audio solutions enable delivery and playback of clear, compelling high-definition audio, which is incorporated by hundreds of licensee customers around the world, into an array of consumer electronic devices. From a renowned legacy as a pioneer in high definition multi-channel audio, DTS became a mandatory audio format in the Blu-ray Disc™ standard and is now increasingly deployed in enabling digital delivery of compelling movies, music, games and other forms of digital entertainment to a growing array of network-connected consumer devices. DTS technology is in car audio systems, digital media players, DVD players, game consoles, home theaters, PCs, set-top boxes, smart phones, surround music content and every device capable of playing Blu-ray™ discs. Founded in 1993, DTS' corporate headquarters are located in Calabasas, California. DTS also has offices in Los Gatos, San Diego and Santa Ana, California, Washington, China, France, Hong Kong, Ireland, Japan, Singapore, South Korea, Taiwan and the United Kingdom. Copyright 2015, DTS, Inc. DTS, the Symbol, and DTS and the Symbol together are registered trademarks of DTS, Inc. All other trademarks are the properties of their respective owners. All rights reserved.



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