



## DTS Showcasing HD Radio™ Technology At NAB 2016 In Las Vegas

April 18, 2016

CALABASAS, Calif. and LAS VEGAS, April 18, 2016 /PRNewswire/ -- [DTS, Inc.](#) (Nasdaq: DTSI), a global leader in high-definition audio solutions, will showcase its [HD Radio™](#) technology at NAB 2016 in the Las Vegas Convention Center this week, Booth #N4335, North Hall.

Acquired by DTS in October of last year, HD Radio technology is the only digital broadcast system approved by the FCC for AM/FM radio in the U.S. offering new FM channels, crystal-clear sound and advanced data services with no subscription fees. HD Radio technology was built into approximately 37% of cars sold in the U.S. in 2015 across all 36 available vehicle brands and more than 200 models. More than 2,300 radio stations have upgraded to HD Radio technology, including 98 of the top 100 stations in the top 10 U.S. markets.

The latest updates from HD Radio include:

- A variety of new car models arriving on the market this year will feature HD Radio receivers, including the Hyundai Ioniq, Kia Niro, Toyota Mirai, Toyota 86, Audi R8 Spyder, Lexus LC and Alfa Romeo Giulia. The Acura NSX will feature DTS Neural Surround™ technology as well.
- New monitors from a variety of top brands, including Inovonics, Belar, Deva, Day Sequerra and Audemat, now enable broadcasters to monitor time and level alignment to automatically enhance the quality of the HD Radio broadcasts. Monitor product demos will be available at the NAB booth.
- Live monitoring of the HD Radio broadcast is now available in the top 50 radio markets in the US to ensure a consistent, high-quality consumer experience.
- In Canada, seven stations are currently live broadcasting HD Radio

In addition, two vehicles incorporating HD Radio technology - the 2016 Subaru Legacy and 2016 Toyota Camry - will be on-site at the NAB booth for real-world demos. FM+ technology will also be on display, showcasing the capabilities of an enhanced radio experience on mobile devices globally.

"HD Radio technology continues to provide a high-quality experience for millions of listeners," said Jeff Jury, general manager, HD Radio and automotive, DTS, Inc. "We feel strongly that the continuing roll out of HD Radio enabled cars and DTS premium sound will play a key role in optimizing future generations of in-car entertainment for many years to come."

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

### About DTS, Inc.

Since 1993, DTS, Inc. (Nasdaq: DTSI) has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theater systems, cinema, automotive and beyond, DTS provides incredibly high-quality, immersive and engaging audio experiences to listeners everywhere. DTS technology is integrated in more than two billion devices globally, and the world's leading video and music streaming services are increasingly choosing DTS to deliver premium sound to their listeners' network-connected devices. For more information, please visit [www.dts.com](http://www.dts.com).

SOURCE: DTS, INC.  
DTS-I



Logo - <http://photos.prnewswire.com/prnh/20140724/130048>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/dts-showcasing-hd-radio-technology-at-nab-2016-in-las-vegas-300252756.html>

SOURCE DTS, Inc.

News Provided by Acquire Media