



April 18, 2016

## **DTS Premium Audio Transcoding Coming To Microsoft Azure Media Services**

### **Cloud-Based DTS Audio Support to Provide Complete End-to-End Solution With Playback on XBOX One and Other OTT Platforms**

CALABASAS, Calif. and LAS VEGAS, April 18, 2016 /PRNewswire/ -- [DTS, Inc.](#) (Nasdaq: DTSI), a global leader in high-definition audio solutions, has announced that DTS-supported content encoding will be available in May through Microsoft Azure's Media Encoder Premium for OTT streaming services.

Enabling broadcast-quality streaming to virtually any device in the world, the Azure Media Services Premium Encoder allows media companies to rapidly and efficiently design and launch scalable, cloud-based media processing applications, workflows and services on-demand, while dramatically reducing their IT implementation and maintenance costs. The technology integrates a studio-quality processing engine with automated decision-making logic and advanced metadata processing while supporting input and output codecs and file formats such as 4K Ultra HD in AVC.

With DTS encoding, content owners can choose from a variety of premium audio features, including DTS-*HD*<sup>®</sup>-compatible streams for streaming at up to 7.1 surround sound.

"Media Encoder Premium, part of Microsoft Azure Media Services, gives top OTT services the ability to encode and package DTS-enabled content with minimal investment and engineering lift," said Ronny Katz, vice president, streaming solutions and business development, DTS, Inc. "This helps our content partners focus on what they do best, which is deliver a premium entertainment experience to their connected consumers, whether on an XBOX One, Samsung connected TV, or mobile platform."

"Our content partners are always looking for the best, be it 4K UHD video, world-class content protection, or studio grade workflows," said Sudheer Sirivara, general manager, Microsoft Azure. "The addition of DTS audio to the Media Encoder Premium gives content owners the ability to offer the world-class audio that DTS is so widely known for."

Azure Media Services is part of Microsoft Azure, a cloud computing platform that gives customers the choice and flexibility to move existing applications to the cloud or develop new ones using the language and/or platform of their choice. Microsoft Azure's comprehensive set of cloud computing solutions span the platform, application, and infrastructure layers providing customers the ability to transition to the cloud on their terms, using it for private and public cloud services.

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.  
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