

## DTS Headphone:X® Audio Technology Highlights Several New ASUS Mobile Devices

### ASUS ZenFone 3 Ultra is World's First Smartphone to Feature 7.1 Surround Sound and Latest Highlight of DTS' Increasing Momentum in the Mobile Marketplace

CALABASAS, Calif., July 14, 2016 /PRNewswire/ -- The [ASUS ZenFone 3 Ultra](#), the first smartphone to feature DTS Headphone:X® 7.1 surround sound, was released today to the public in Taiwan, with additional markets forthcoming. The ZenFone 3 Ultra is the latest ASUS product to incorporate premium audio technologies from [DTS, Inc.](#) (Nasdaq: DTSI), a global leader in high-definition audio solutions. Additionally, several ASUS ZenPad tablet products with DTS Headphone:X technology will begin a worldwide rollout in the coming weeks. In North America, the [ZenPad Z8](#), also with DTS Headphone:X technology, is now available exclusively through Verizon.



The ZenFone 3 Ultra is the largest model in the new ASUS ZenFone 3 product line, featuring a 6.8-inch full HD LCD display that feels even bigger with DTS Headphone:X technology, delivering an incredibly lifelike, immersive sound experience through any pair of headphones or earbuds. This marriage of technology and form adds a third dimension to games, movies and music, and puts listeners in the center of the soundscape to provide the best mobile entertainment experience available.

"We are thrilled to continue to grow our presence in the mobile space with a great partner in ASUS," said Brian Towne, executive vice president and president DTS Asia Pacific. "Our commitment to delivering our premium audio solutions to mobile devices around the world is stronger than ever, and consumers will reap the benefits in their content consumption wherever they are."

Information on regional availability, prices, and product specifications of the new ASUS products is available at [www.asus.com](http://www.asus.com).

While the ZenFone 3 Ultra is the latest mobile device to enter the market featuring DTS audio technology, several major brands have released smartphones and tablets with a range of DTS solutions to deliver users an enhanced, high quality entertainment experience wherever they are.

In addition to Taiwan-based ASUS, the growing roster of mobile device manufacturers implementing DTS' premium audio

includes Huawei, the world's third-largest smartphone manufacturer, along with Gionee, Haier, LeMobile, Nubia and ZTE from China; Acer from Taiwan; and United Arab Emirates-based Obi Worldphone.

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

**DTS-I**



Photo - <http://photos.prnewswire.com/prnh/20160713/389495>

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/dts-headphonex-audio-technology-highlights-several-new-asus-mobile-devices-300298570.html>

SOURCE DTS, Inc.

News Provided by Acquire Media