



July 11, 2018

DTS Virtual:X Immersive Audio Technology Now Available in First Skyworth MAX TV OLED TVs

The Skyworth S8A and S9A are the first smart OLED TVs from a Chinese brand to feature DTS Virtual:X technology

CALABASAS, Calif.--(BUSINESS WIRE)-- [DTS](#), a global leader in high-definition audio solutions and a wholly owned subsidiary of [Xperi Corporation](#) (Nasdaq: XPER) ("Xperi"), is pleased to announce DTS® Virtual:X™ post-processing technology is now available in Skyworth's S8A and S9A MAX OLED TVs. Skyworth MAX TV is Skyworth's high-end smart TV integrated with AI image quality, AI voice and AI system in China. Skyworth will continue to integrate DTS audio technologies in future products as part of a multi-year partnership between the two companies.

DTS Virtual:X technology for televisions enables an immersive home entertainment experience directly from the TV's internal speakers. In addition, DTS Virtual:X enhances the overall quality of the TV speakers, including dialog clarity and bass enhancement. The technology supports any input source from stereo to a 7.1.4 layout and is designed to work with all DTS codecs, including the flagship DTS:X. For legacy content, an efficient upmixer is included. The flexibility of DTS Virtual:X and its architecture enable product manufacturers to utilize one or more features concurrently, including virtual height and virtual surround.

"We are excited to announce our multi-year agreement with Skyworth and the integration of DTS Virtual:X on its first smart OLED TVs," said Christopher Lang, general manager, Xperi Greater China. "Through partnerships such as this, DTS continues to provide new and unique post-processing audio technologies to deliver the best possible experience to consumers as they enjoy today's movies and TV shows in the home."

Market trends show a demand for larger TV screen sizes and thinner form factors, limiting TV speaker driver size and placement and compromising the audio experience from a TV alone. DTS Virtual:X technology addresses this problem, providing an immersive sound experience without the need for larger drivers or additional speakers added to the television.

"DTS Virtual:X technology allows our customers to enjoy immersive sound directly from their TV's stereo speakers for a better entertainment experience," said Mr. Yu Jianwei, China marketing headquarters executive vice general manager and marketing director at Skyworth. "We're looking forward to continuing our relationship with DTS and integrating the technology into future products."

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

About DTS, Inc.

Since 1993, DTS, a wholly owned subsidiary of Xperi Corporation, 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.

About Xperi Corporation

Xperi Corporation (Nasdaq: XPER) and its brands, DTS, FotoNation, HD Radio, Invensas and Tessera, are dedicated to creating innovative technology solutions that enable extraordinary experiences for people around the world. Xperi's solutions are licensed by hundreds of leading global partners and have shipped in billions of products in areas including premium audio, automotive, broadcast, computational imaging, computer vision, mobile computing and communications, memory, data storage, and 3D semiconductor interconnect and packaging. For more information, please call 408-321-6000 or visit www.xperi.com.

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Source: Xperi Corporation

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