



NEWS RELEASE

# Xperi's Connected Radio Solution Renamed DTS AutoStage, Wins 2021 BIG Innovation Award

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Rebrand reflects expanded scope of world's only global connected radio solution

CALABASAS, Calif.--(BUSINESS WIRE)-- **DTS®**, a global leader in next-generation audio, imaging, and sensing technology, and a wholly owned subsidiary of **Xperi Holding Corporation** (NASDAQ: XPER) ("Xperi"), today announced that DTS Connected Radio, the world's only global connected radio solution, is rebranded as DTS AutoStage™ to reflect the broad application of the platform within automotive infotainment systems. It was also announced that DTS AutoStage won a 2021 Business Intelligence Group (BIG) Innovation Award, which recognizes organizations, products, and people that are bringing new ideas to life in innovative ways.

The rebrand to DTS AutoStage was in part driven by the opportunities resulting from Xperi's merger with TiVo in June 2020, which enabled the integration of TiVo's world-class music metadata and personalized content discovery engine. The new branding represents not only the many entertainment 'stages' the platform offers, but also how the platform will be able to amplify those stages as in-cabin technology continues to evolve. Additional features recently added to the DTS AutoStage platform already include lyrics, content metadata, and personalization capabilities. Also, the global broadcast platform continues to expand and includes major commercial broadcasters such as Entercom, Beasley, Cox Radio, Bauer Media, and Global Radio, as well as dominant regional platforms including FM World, Quu Interactive, **Radio.com**, and RadioApp. DTS AutoStage recently launched in the Daimler MB User Experience (MBUX).

"The merger with TiVo enabled us to further develop our next generation infotainment platform into one that is truly designed to provide world-class content aggregation, that is immersive and personalized, on a global scale. The name DTS AutoStage better represents the broad scope of the product, as represented in new vehicles such as the Mercedes-Benz S-Class," said Jeff Jury, Xperi SVP and general manager, Automotive. "Our mission is to develop world-class in-cabin entertainment platforms and safety capabilities that are designed for the growing sophistication of the car cockpit of the future. With DTS AutoStage, we enable automakers to engage their



customers with the personalized, multimedia in-car experiences they demand.”

A recent survey of car owners confirmed that having entertainment/information available in their vehicle’s dashboard is more important than ever today, versus pre-COVID, and it confirmed radio’s pre-eminence in the dashboard, with 91 percent of car owners saying that it is important to have radio in their dash.<sup>1</sup>

DTS AutoStage pairs over-the-air broadcast content with IP-delivered metadata (such as information about on-air radio programs, talent, artist, song, station contact, etc.) and content (lyrics, related events, podcasts) personalized to create a unique and engaging radio-listening experience in markets around the world. It also enables a seamless transition for the listener from broadcast to internet stream when the vehicle drives out of broadcast range.

Available in 48 countries, DTS AutoStage’s content is sourced from over 48 thousand radio stations, 40 million tracks, 4 million albums, 1 million artist bios, and more – all aggregated, curated, and personalized to create the richest and most relevant in-vehicle radio listening experience.

Business Intelligence Group, which was founded with the mission of recognizing true talent and superior performance in the business world, awarded DTS AutoStage with a 2021 Big Innovation Award in the automotive category. “We are proud that as we rebrand to DTS AutoStage, which is dedicated to innovating the in-cabin infotainment experience, we were honored with the 2021 Big Innovation Award,” said Jury.

“More than ever, the global society relies on innovation to help progress humanity and make our lives more productive, healthy and comfortable,” said Maria Jimenez, chief operating officer of the Business Intelligence Group. “We are thrilled to be honoring DTS as they are one of the organizations leading this charge and helping humanity progress.”

In addition to DTS AutoStage, Xperi’s automotive technologies include DTS AutoSense, and HD Radio, designed to improve the in-vehicle experience, making it safer and more enjoyable. DTS AutoSense comprises occupancy and driver monitoring systems implemented at the edge. HD Radio, which resides in more than 70 million automobiles, is the most successfully deployed commercial digital radio system worldwide.

## About Xperi Holding Corporation

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS, HD Radio, IMAX Enhanced, Invensas, TiVo), and by its startup, Perceive, make entertainment more entertaining, and smart devices smarter. Xperi technologies are integrated into billions of consumer devices, media platforms, and semiconductors worldwide, driving increased value for partners, customers and consumers.

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1 Online CARAVAN® survey conducted by ENGINE Insights among a sample of 1,003 adults 18 years of age and older January 4-6, 2021.

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