



NEWS RELEASE

# Hisense Joins DTS Play-Fi Ecosystem

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Hisense to build products featuring DTS Play-Fi wireless multi-room audio and surround sound technologies

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 Hisense as its newest partner in the **DTS Play-Fi®** whole-home audio ecosystem. Hisense will design and manufacture products to be globally distributed in the second half of 2021.

"We are excited to collaborate with Hisense in bringing new lines of Play-Fi enabled products to market," said Dannie Lau, general manager, DTS Play-Fi. "Partnering with Hisense furthers our mission of bringing true wireless interoperability to the biggest and best CE brands around the world."

DTS Play-Fi's category-leading wireless audio features surround sound, whole-home TV audio streaming, Hi-Res 24bit/192kHz support, multi-room music, and app-based wireless headphones, allowing partners to create truly differentiated products to elevate the user experience. Because Play-Fi works over industry standard Wi-Fi, no additional hardware is required in the product's design and manufacturers are able to add advanced wireless capabilities across a wide range of products at varying price points within their portfolio.

"DTS Play-Fi supports the world's most popular music services, thousands of internet radio stations, as well as personal music libraries, offering highly customizable support for multiple leading streaming protocols," said Youbo Li, assistant vice president of Hisense International. "Combined with Play-Fi's wireless surround sound technology, Hisense customers will experience the best of both worlds, with products that combine wireless home theater and whole-home audio enjoyment in the same product."

The DTS Play-Fi ecosystem features the largest collection of products in the whole-home wireless audio space, with hundreds of interoperable speakers, televisions, sound bars, set-top boxes, and A/V receivers available from the top names in premium audio including Aerix, Anthem, Arcam, Audiolab, Definitive Technology, DISH TV, Elite,



Integra, Klipsch, MartinLogan, McIntosh, Mission, Onkyo, Paradigm, Philips, Phorus, Pioneer, Polk Audio, Porsche Design, Quad, Rotel, Sonus faber, Soundcast, SVS Sound, Wharfedale, and Wren Sound.

For more information about DTS Play-Fi, please visit [www.play-fi.com](http://www.play-fi.com). 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 Hisense

Founded in 1969, Hisense is headquartered in Qingdao, China. In the past 52 years, Hisense has always adhered to the core values of “Integrity, Innovation, Customer Focus, and Sustainability”. The business covers areas including multimedia, home appliances, IT intelligent information and modern service industries. Hisense has built 54 overseas companies and offices, 16 high-end international production facilities, and 16 R&D centers worldwide, with the mission of pursuing scientific and technological innovation, thus improving the life quality of human beings, and bringing happiness to millions of families.

## 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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