



NEWS RELEASE

# Xperi, IMAX and Sony Pictures Entertainment Deepen Collaboration to Bring IMAX® Enhanced Content with DTS:X Audio to Hisense and Toshiba Televisions in Europe

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Sony Pictures Entertainment Broadens Support of IMAX Enhanced with Addition of Hundreds of Titles

BERLIN--(BUSINESS WIRE)-- DTS, Inc., a wholly-owned subsidiary of entertainment technology company Xperi Inc., and IMAX today announced that Sony Pictures Entertainment (SPE) plans to expand their catalog of IMAX Enhanced content encoded in DTS:X immersive sound, adding hundreds of titles to their existing catalog of Sony Pictures films available in the format during their respective home entertainment windows. Select content from this catalog, which has been localized across multiple languages in full DTS:X immersive audio, is expected to be initially available via advertising supported video on demand (AVOD) on certain television models from Hisense and Toshiba TV in the United Kingdom and Germany beginning in early 2026.

IMAX Enhanced is a home entertainment ecosystem offering content and certified devices designed to bring cinematic experiences to consumers everywhere, combining a digitally remastered IMAX picture and immersive sound encoded in DTS:X. IMAX Enhanced is the only way to experience IMAX's signature picture and sound outside of movie theatres.

"Sony Pictures Entertainment, DTS, and IMAX have a deep and established relationship focused on bringing truly cinematic experiences to connected televisions," said Bill Neighbors, Chief Content Officer at Xperi. "The significant expansion of IMAX Enhanced titles from Sony Pictures is expected to make it even easier for consumers to enjoy the premium experience they know and love from theatres in the comfort of their own living rooms."

"Consistent with SPE's ongoing commitment to providing the highest-quality experience, the premium visual quality of IMAX Enhanced combined with the powerful, immersive sound delivered by DTS:X enables our titles to be

enjoyed on consumer electronics devices the way they were meant to be,” said Pete Wood, SVP, New Media Distribution, SPE. “This continued momentum for IMAX Enhanced allows consumer electronics manufacturers to set themselves apart by guaranteeing the highest visual and audio quality possible.”

“By increasing their support for the IMAX Enhanced program, Sony Pictures Entertainment underscores their commitment to providing the best possible entertainment experience to consumers, regardless of platform,” said Giovanni Dolci, Chief Commercial Officer, IMAX. “This continued momentum for IMAX Enhanced allows consumer electronics manufacturers to set themselves apart by guaranteeing the highest visual and audio quality possible.”

To learn more and experience the power of IMAX Enhanced in person, visit Xperi in Hall 22, Booth 107 at the IFA tradeshow in Berlin from September 5-9.

## Safe Harbor Statement

This press release contains “forward-looking statements” within the meaning of the federal securities laws. These forward-looking statements are based on information available to Xperi as of the date hereof, as well as Xperi’s current expectations that involve risks and uncertainties. Forward-looking statements may involve known and unknown risks, uncertainties and other factors that may cause Xperi’s actual results, performance, or achievements to be materially different from those expressed or implied by the forward-looking statements. These statements include but are not limited to those related to Sony Pictures Entertainment’s plans to expand the catalog of IMAX Enhanced content encoded in DTS:X immersive sound, the timing, availability and benefits of such content, and the availability of such content free with advertising-based video on demand (AVOD) on certain television models from Hisense and Toshiba TV in the United Kingdom and Germany. These risks, as well as other risks associated with the business, are more fully discussed in Xperi’s filings with the U.S. Securities and Exchange Commission (“SEC”), including Xperi’s Quarterly Reports on Form 10-Q and Annual Report on Form 10-K.

## About DTS

Since 1993, DTS has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theatre systems, cinema and beyond, DTS provides incredibly high-quality, immersive and engaging audio experiences to listeners everywhere. Now, DTS is also powering imaging and sensing technologies as well. For more information, please visit [www.dts.com](http://www.dts.com).

## About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, TiVo®), are integrated into consumer devices and media platforms

worldwide, powering smart devices, connected cars and entertainment experiences, including IMAX® Enhanced, a certification and licensing program operated by IMAX Corporation and DTS, Inc. Xperi has created a unified ecosystem that reaches highly engaged consumers, driving increased value for partners, customers and consumers.

## About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX systems to connect with audiences in extraordinary ways, making IMAX's network among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of June 30, 2025, there were 1,821 IMAX systems (1,750 commercial multiplexes, 11 commercial destinations, 60 institutional) operating in 89 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970".

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## About Sony Pictures Entertainment

**Sony Pictures Entertainment** (SPE) is a subsidiary of Tokyo-based Sony Group Corporation. SPE's global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. Sony Pictures Television operates dozens of wholly-owned or joint-venture production companies around the world. SPE's Motion Picture Group production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, 3000 Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, Sony Pictures International Productions, and Sony Pictures Classics. For additional information, visit <http://www.sonypictures.com/corp/divisions.html>

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