



NEWS RELEASE

Element Brings New Smart TVs Powered by TiVo to Major U.S. Retailers

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New 4K 50-inch and 65-inch models now available through retail channels nationwide

SAN JOSE, Calif.--(BUSINESS WIRE)-- TiVo Platform Technologies LLC ("TiVo"), a wholly-owned subsidiary of entertainment technology company Xperi Inc. (NYSE: XPER), and Element today announced the availability of new Element smart TVs Powered by TiVo, expanding consumer access to the TiVo OS platform across the United States. The televisions are available with 4K Ultra High-Definition in 50-inch and 65-inch screen sizes through major online retailers including Amazon.com, Walmart.com, BestBuy.com and Target.com, as well as exclusively at BrandsMart retail locations.

The launch represents an important milestone in the continued expansion of TiVo OS in the U.S. market, providing consumers with more opportunities to experience a content-first smart TV platform designed to simplify entertainment discovery and viewing. TiVo OS brings together live television, streaming apps and personalized content recommendations into a single, intuitive experience that helps viewers spend less time searching and more time enjoying the entertainment they love. By organizing content across entertainment sources and putting discovery at the center of the viewing experience, TiVo helps consumers quickly find something worth watching.

"The smart TV experience should revolve around content, not complexity," said Geir Skaaden, chief products and services officer at Xperi. "TiVo OS is being used by millions of consumers who spend less time searching and more time enjoying entertainment, and our partnership with Element expands access to that experience for households across the U.S."

The new partnership pairs Element's value-driven television portfolio with the entertainment experience powered by TiVo OS, offering consumers a strong choice in today's competitive smart TV marketplace.

"Consumers shouldn't have to choose between value and a great entertainment experience," said Vlad Kazhdan,

president of Element. "With Element smart TVs Powered by TiVo, we're bringing together trusted quality, affordability and an intuitive content-first platform that helps viewers quickly find what they love to watch."

The launch further reflects increasing momentum for the TiVo OS platform among television manufacturers and retail partners. With availability across major national retailers, consumers can now more easily explore and purchase Element smart TVs Powered by TiVo through both online and in-store shopping experiences.

About TiVo

TiVo brings entertainment together, making it easy to find, watch and enjoy. By serving up the best movies, shows and videos from across live TV, on-demand services, streaming platforms and apps, TiVo helps consumers discover content on their terms. TiVo Platform Technologies LLC is a wholly-owned subsidiary of Xperi Inc.

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.

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About Element

Element is committed to delivering innovative, high-quality consumer electronics that make technology more accessible for everyday households. With a focus on value, performance and reliability Element offers a range of televisions and home entertainment products — including TVs assembled in the USA — designed to meet the needs of today's connected households.

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