



NEWS RELEASE

# Panasonic Adopts Rovi G-Guide xD for VIERA Smart TVs and DIGA Blu-Ray Recorders

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Multi-Platform Program Guide Powers Entertainment Discovery for Panasonic Devices and Mobile Apps

SANTA CLARA, Calif.--(BUSINESS WIRE)-- **Rovi Corporation** (NASDAQ: ROVI) today announced that Panasonic selected Rovi's multi-platform interactive program guide, **G-Guide xD**, for the new version of the Panasonic Media Access mobile app launching this month. With the Panasonic Media Access application powered by G-Guide xD, users of VIERA Smart TVs and DIGA Blu-Ray Recorders now have the ability to seamlessly discover, record and view entertainment content on their mobile devices. For the first time in Japan, G-Guide xD now includes the ability to search programs that have previously aired, enabling subscribers to find and watch recorded TV programs on the app or on TV.

"Rovi's collaboration with Panasonic furthers our vision of enhancing the consumer entertainment experience across the globe," Michael Hawkey, senior vice president and general manager of discovery, Rovi. "Rovi's G-Guide xD offers service providers and CE manufacturers, like Panasonic, the ability to deliver unique entertainment discovery products and services for the vast amount of digital content options available today."

G-Guide xD is a mobile-based guide for iOS and Android devices that works similarly to Rovi's G-Guide, an interactive program guide for Japan's digital terrestrial, broadcast satellite, and commercial satellite services. G-Guide xD also enables remote DVR control, providing convenient features like picture-in-picture, and allows viewers to quickly find and easily record TV programming. In addition, viewers benefit from advanced search and recommendations capabilities plus detailed information and imagery.

## About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, enterprise solutions and device industries. Since its founding in 1918, the company has expanded globally and now operates 468 subsidiaries and 94 associated companies worldwide, recording consolidated net sales of 7.715 trillion yen for the year ended March 31, 2015. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>.

## About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, metadata and recommendations continue to drive program search and navigation on millions of devices across the globe. With a new generation of cloud-based discovery capabilities and emerging solutions for interactive advertising and audience analytics, Rovi is enabling premier brands worldwide to increase their reach, drive consumer satisfaction and create a better entertainment experience across multiple screens. Rovi holds over 5,000 issued or pending patents worldwide and is headquartered in Santa Clara, California. Discover more about Rovi at [Rovicorp.com](http://Rovicorp.com).

## Forward-Looking Statements

All statements contained herein that are not statements of historical fact, including statements that use the words "will" or "is expected to," or similar words that describe Rovi Corporation's or its management's future plans, objectives or goals, are "forward-looking statements" and are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of Rovi Corporation to be materially different from the historical results and/or from any future results or outcomes expressed or implied by such forward-looking statements. Such factors are further addressed in Rovi Corporation's most recent report on Form 10-Q for the period ended June 30, 2015, and such other documents as are filed with the Securities and Exchange Commission from time to time (available at [www.sec.gov](http://www.sec.gov)). Rovi Corporation assumes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release, except as required by law.

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