



NEWS RELEASE

Rovi Extends Product and Patent License Agreement With Sharp

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Japan's Leading TV Manufacturer Selects Rovi's G-Guide HTML for the AQUOS Brand

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ:ROVI) today announced that Rovi has renewed its interactive program guide (IPG) product and patent portfolio license agreement with Sharp, one of Japan's top TV manufacturers. The license provides Sharp with access to Rovi's entertainment discovery capabilities worldwide and Rovi's G-Guide HTML in Japanese markets for its popular AQUOS brand.

The new G-Guide HTML features advanced discovery capabilities such as rich metadata, search functionality, and a browser-based interface to help drive a robust consumer entertainment experience across Sharp TVs and DVRs. G-Guide HTML also boasts a sleek TV listing grid designed to showcase rich images including cast photos, as well as Rovi's "six-degrees" discovery capability, to help consumers quickly find relevant content that interests them.

"As the market-leading TV brand in Japan, our license renewal and expansion with Sharp underscores Rovi's leadership in delivering innovative entertainment discovery experiences to consumers," said John Burke, executive vice president and chief operating officer, Rovi. "This collaboration provides many benefits to Sharp, including lower development costs and the ability to offer G-Guide's advanced features to its consumer base."

Under the agreement, Sharp will have access to a range of Rovi's best-in-class discovery technologies and solutions, including intuitive search, targeted recommendations services for Japan, and Rovi video metadata for China. This metadata set includes rich information, images, and editorial content on TV shows, movies, and celebrities. China is one of 70 countries worldwide where Rovi offers its metadata.

About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, data 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.

Rovi Corporation

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