



## DTS Brings Premium Audio to BYD Vehicles

*China's Automotive Manufacturer Adds Consumer Value to its Vehicle by Adopting DTS Multi-Channel Audio Technology*

BEIJING--(BUSINESS WIRE)-- [2012 Beijing International Automotive Exhibition](#) — [DTS, Inc.](#) (Nasdaq: DTSI), a leader in high-definition audio, today announced an agreement with [BYD](#)—a rapidly-growing automotive and green energy technology company in China—to integrate [DTS Neural Surround™](#) and [DTS Digital Surround™](#) technologies into BYD vehicles. BYD is China's first domestic car OEM to incorporate DTS premier sound technology, enabling BYD car owners to experience immersive, multi-channel audio on the go.

"We are committed to providing consumers the highest quality vehicles with the best audio systems, and our partnership with DTS enables us to achieve this by facilitating the delivery of a superior audio entertainment experience to BYD car owners," Mr. Wang Chuanfu, Chairman and President of BYD. "Integration of DTS premium audio transforms the BYD vehicle into an auditorium transmitting high-definition 5.1 surround sound, adding significant value for the owners and creating a unique differentiating factor for BYD."

DTS is partnering with China's FM Radio Broadcasters, which leverage DTS Neural Surround technology for FM radio programming to broadcast DTS 5.1 content, enabling BYD owners to consume high-definition audio content when listening to the GZBN FM radio channel, in addition to other DTS-broadcasted stations in their vehicles. BYD car owners will also be able to enjoy widely available DTS CDs in 5.1 surround sound on the go. DTS Neural Surround creates a seamless conversion between stereo and surround sound audio through a special capture, edit, management and delivery process. The DTS Digital Surround high-quality audio codec delivers greater frequency response and dynamic range for discrete surround sound. The end result is an immersive audio experience that consumers can enjoy while driving BYD vehicles.

"DTS prides itself in offering superior automotive surround sound technologies that create an engaging entertainment experience as part of consumers' daily routine," said Brian Towne, DTS executive vice president and chief operating officer. "BYD's adoption of our technologies not only enhances the driving experience, but it also satisfies rapidly growing consumer demand for uncompromised sound on the go."

Roy Law, vice president and managing director of DTS Greater China Region, added, "DTS' partnership with BYD is part of our larger initiative to motivate the adoption of premium DTS audio technology among manufacturers and consumers throughout China and beyond."

DTS will be featuring the BYD G6, S6 and e6 models at the [2012 Beijing International Automotive Exhibition](#), occurring through May 2, 2012.

Media interested in speaking with a DTS spokesperson please contact [DTS@formulapr.com](mailto:DTS@formulapr.com). Connect with DTS on [Facebook](#), or on [Twitter \(@DTS\\_Inc.\)](#).

### About BYD

BYD is ranked No. 1 at the top of Bloomberg's and BusinessWeek's 2009 [Tech 100 List](#) and is the leading manufacturer of advanced, environmentally-friendly battery technologies like the BYD's [Iron Phosphate](#) battery. BYD's [solar panels](#) and [LED Lighting](#) systems have CEC, TUV/CE and UL listings, and the company enjoys rapid growth in consumer electronics space and electrified transportation sector (including EVs, electric buses and EV chargers) manufacturing under its BYD brand. BYD is the fastest-growing Chinese automotive and green energy technology enterprise. The Company trades on the Hong Kong Exchange (HKE) under the ticker numbers (HK.0285 — BYD Electronics) and (HK.1211 — BYD Company Ltd.), as well as on the Shenzhen Stock Exchange under the ticker number (002594 - BYD Company Ltd.). For more information, visit [www.byd.com](http://www.byd.com), [www.facebook.com/bydcompany](http://www.facebook.com/bydcompany) or email [pr@byd.com](mailto:pr@byd.com).

### About DTS, Inc.

DTS, Inc. (Nasdaq: DTSI) is dedicated to making digital entertainment exciting, engaging and effortless by providing state-of-the-art audio technology to hundreds of millions of DTS-licensed consumer electronics products worldwide. From a renowned legacy as a pioneer in multi-channel audio, DTS became a mandatory audio format in the Blu-ray Disc™ standard and is now increasingly deployed in enabling digital delivery of movies and other forms of digital entertainment on a growing array of network-connected consumer devices. DTS technology is in home theaters, car audio systems, PCs, game consoles, DVD

players, televisions, digital media players, set-top boxes, smart phones, surround music software and every device capable of playing Blu-ray™ discs. Founded in 1993, DTS' corporate headquarters are located in Calabasas, California with its licensing operations headquartered in Limerick, Ireland. DTS also has offices in Northern California, Washington, China, France, Hong Kong, Japan, South Korea, Taiwan, Singapore, and the United Kingdom. For further information, please visit [www.dts.com](http://www.dts.com). DTS, the Symbol, and DTS and the Symbol together, are registered trademarks of DTS, Inc. All other trademarks are the properties of their respective owners. © 2012 DTS, Inc. All rights reserved.

## **DTS-C**

Formula PR  
Audrey Sahl, 212-219-0321  
[sahl@formulapr.com](mailto:sahl@formulapr.com)

or  
DTS, Inc.  
Alan L. Cohen, 818-436-1081  
[Alan.cohen@dts.com](mailto:Alan.cohen@dts.com)

Source: DTS, Inc.

News Provided by Acquire Media