



## DTS Announces Partnership with Interra Systems, Enabling Accelerated Quality Control for Multiscreen Distribution

*Interra's Baton and Vega Professional Tools to support DTS-HD for IPTV, Broadcast, and Web- Connected Services*

AMSTERDAM--(BUSINESS WIRE)-- [DTS, Inc.](#) (Nasdaq: DTSI), a leader in high-definition audio, today announced a partnership with [Interra Systems](#), a software products and service provider, unveiling plans to integrate DTS-HD audio codec support into Interra's digital media quality control and media analysis solutions. Baton and Vega will be the first Interra products to boast DTS integration, allowing digital media, content distributor, and broadcast companies to offer enterprise-class file validation when delivering content to multiple screens.

"Rooted in a mutual commitment to quality and compliance, this partnership with DTS will enable our customers to access high-efficiency analysis and verification of DTS-enabled content for seamless delivery to IPTV and connected CE devices," said Krishna Uppuluri, vice president of marketing at Interra Systems. "We look forward to working with DTS in deploying tools that ensure consumers' experiences are uncompromised, with the highest quality entertainment for any screen."

Consumers' increasing demand for enriched audio and video experiences on connected devices has translated into high volume file-based delivery. The addition of DTS codec support to Interra's Baton verification software for media content readiness and Vega audio/video analyzers for standards-compliant media content creation and distribution ensure opportunity expansion and operational efficiencies in today and tomorrow's file-based workflows.

"DTS powers the next generation of digital entertainment with an extensive portfolio of audio technologies and end-to-end support throughout the content lifecycle. Our goal is to meet the needs of our partners in the digital media supply chain, while exceeding the expectations of connected consumers," said Brian Towne, executive vice president and chief operating officer of DTS. "Adding Interra as the latest DTS licensee will allow companies to ensure proper encoding and standards compatibility, and speed time to market of DTS audio within any ecosystem."

The latest DTS audio innovations will be on display at Stand 2.B50 during IBC2011, taking place at the Amsterdam RAI from Sept. 9-11. Media interested in meeting with DTS representatives are encouraged to contact Audrey Sahl at 212-219-0321 or [dts@formulapr.com](mailto:dts@formulapr.com).

For more information on DTS technologies, please visit: [www.dts.com](http://www.dts.com). Connect with DTS on Facebook at [www.Facebook.com/DTS.Inc](http://www.Facebook.com/DTS.Inc), or on Twitter [@DTS\\_Inc](https://twitter.com/DTS_Inc).

### **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 and the United Kingdom. For further information, please visit [www.dts.com](http://www.dts.com). DTS is a registered trademark of DTS, Inc. All other trademarks are the properties of their respective owners. (c) 2011 DTS, Inc. All rights reserved.

### **About Interra:**

[Interra Systems](#) is a software products and services provider for Digital Media industry. Interra's Digital Media solutions are led by [Baton](#), a File-based QC or Automated Verification System which ensures media Content Readiness, and by [Vega](#), a family of Audio/Video analyzers for standards compliant media content creation and distribution. Interra is headquartered in Cupertino, CA. [www.interrasystems.com/dms](http://www.interrasystems.com/dms)

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