



## **CORRECTING and REPLACING DTS Enhances New Surround Sound CD Recordings to China Market**

*High-Quality, Multi-Channel Releases Support Music Studio Industry, Bring Art of Content Creation to Life through Immersive Listening Experience*

SHENZHEN, China--(BUSINESS WIRE)-- Third graph of release dated Sept. 14, 2011, has been revised.

The corrected release reads:

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*High-Quality, Multi-Channel Releases Support Music Studio Industry, Bring Art of Content Creation to Life through Immersive Listening Experience*

[DTS, Inc.](#) (Nasdaq: DTSI), a leader in high-definition audio, today announced the limited Chinese release of two new studio DTS CD recordings, titled "Tenth Anniversary — Best of Smoothly Flowing Melodies" and "String Poetic." Through collaboration with Pacific Audio & Video Co. at the 2011 Guangzhou AV Show, which took place Sept. 2-4, DTS created new demos that leverage high-quality, multi-channel recordings, and superior post production, all of which incorporate DTS' premier surround sound technology. The resulting CDs give listeners a precise offering of what the artists truly wanted to deliver—a fully immersive and surround sound experience.

Ms. Lai Xiuwei, general manager of Pacific Audio & Video Co., said, "The DTS CD has become a unique and maturely developed format for the China market, and is received with wide acceptance and credits from artists, studios and audio enthusiasts. We worked very closely with DTS to create these two music albums and the feedback we received at the show simply proves that DTS is a company dedicated to delivering the best possible sound and listening experience. With the success of these releases, there will be more to come as we continue working with DTS and music artists."

Mr. Chen Luo, a renowned mixing engineer and chief music mixing engineer for opening and closing ceremonies of the Asian Games, and mixer for many DTS surround sound CD titles, explained, "I always want to precisely and truly represent the artists' work and intentions. DTS surround sound technology enables me to achieve this, grasping the most beautiful details and presenting them to the audience in a perfect way."

Mr. Roy Law, corporate vice president and managing director of DTS' Greater China Region, added, "DTS surround sound technology, which is favored by major Hollywood movie studios among other content providers, remains a symbol of high quality and sets the standard for the music industry in China. In our pursuit to bring the best possible entertainment experience to audiences, we'll continue working with our content partners to create high fidelity music albums, contributing to the revival of the traditional music industry. This partnership with Pacific Audio & Video Co., the first audio and visual studio established in China, showcases DTS' ongoing commitment to increase the high-quality audio content accessible to the market."

The newest releases are among a longer list of high-quality CD titles available in DTS CD format which arose through collaboration with major leading music studios, including Universal Music, Tianyi, Perfect, Hugo and Starwin Music, and represent a cross-section of music styles including: popular songs, folk songs, classic songs and live concerts. These titles are regarded as a bridge for audiences to connect with artists and experience what the content creators originally intended.

#### **Availability**

To purchase one of the new DTS CD titles, customers can visit retail markets including Guangzhou Book Center, Walmart, Vanguard, Trust-Mart and many other AV stores, or buy online at [www.amazon.cn](http://www.amazon.cn), [www.dangdang.com](http://www.dangdang.com), [www.360buy.com](http://www.360buy.com), <http://www.cnave.com/> and <http://www.taobao.com>. With this increased accessibility, more consumers will experience the unparalleled DTS sound.

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, Singapore, South Korea, Taiwan and the United Kingdom. For further information, please visit [www.dts.com](http://www.dts.com). DTS is a registered U.S. trademark of DTS, Inc. All other trademarks are the properties of their respective owners. © 2011 DTS, Inc. All rights reserved.

## **DTS-C**

Formula

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)

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