



## DTS Enhances Audio Entertainment Experience on ASUS All-in-One PC Series

*ET2700 is First ASUS Product to Feature DTS UltraPC II™*

CALABASAS, Calif.--(BUSINESS WIRE)-- [DTS, Inc.](#) (Nasdaq: DTSI), a leader in high-definition audio, has announced that DTS UltraPC II™ has been integrated into the newly launched [ASUS](#) ET2700 All-in-One PC Series, further enhancing the audio experience by delivering superior quality and multidimensional sound. Featuring a large, 27-inch screen, 10-point touch control, and 178-degree vertical and horizontal viewing angles, the ET2700 doubles as a home entertainment center. The inclusion of DTS' technology into the ASUS ET2700 ensures that consumers will hear the best possible audio, whether they are watching television, surfing the Web, or playing games on their PC.

"We recognize that as consumers' usage habits evolve, they begin expect the same surround sound experience they've come to enjoy in their living room from their PC. By leveraging the best audio technologies available from DTS we're able to offer consumers a superior product that exceeds even the highest of standards," said Joe Hsieh, corporate vice president and general manager at ASUS.

Ideal for both individual and shared multimedia entertainment, the ET2700 comes with a 1920 x 1080 LED backlit display and high-contrast ratio that delivers incredible life-like high definition images. With wide viewing angles, the All-in-One PC ensures stunning visuals from any angle and comes with several convenient features that make it easier to surf the Web, browse through movies and music, or edit photos. To further augment users' experiences, the ET2700 comes with built-in SonicMaster technology featuring a finely-tuned digital signal processor that produces every note in pristine clarity with zero distortion and immersive surround sound with DTS UltraPC II.

DTS UltraPC II is the ultimate audio technology suite that delivers superior audio quality regardless of whether PC is used as a home theater system, digital phone, or gaming device. The DTS UltraPC II suite includes the following proprietary technologies:

- **DTS Surround Sensation:** Utilizes psycho-acoustic information to simulate surround sound through PC speakers or headphones
- **DTS Symmetry:** Constantly monitors and balances loudness level differences between all types of digital audio formats
- **DTS Boost:** Enables audio systems to deliver a bigger sound without additional hardware costs
- **DTS Enhance:** Intelligently augments low and high frequencies to maintain the desired balance and brightness of musical tones
- **DTS Audio Restoration:** Analyses audio signals for restoration of compressed or re-mastered percussion and transient sounds, bringing back the lost punch and clarity
- **Voice Clarification:** Enhances the signal clarity to improve the audio quality of dialogue derived from Blu-ray Disc™ or standard DVD
- **Bass Enhancement:** Restores the perception of fundamental low-frequency tones by dynamically augmenting harmonics, yielding improved bass performance without the additional hardware costs of adding a subwoofer
- **Soundstage Expansion:** Broadens the soundstage and creates a phantom center channel for improved clarity and audio crispness

"As computers play a more versatile role in the household, consumers are becoming increasingly aware of the fact that sound quality does matter," said Brian Towne, executive vice president and chief operating officer, DTS, Inc. "The integration of DTS technology into a growing number of personal computers showcases our dedication in delivering superior audio quality to this booming market."

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 ASUS

ASUS, the world's top 3 consumer notebook vendor and the maker of the world's best-selling and most award winning motherboards, is a leading enterprise in the new digital era. ASUS designs and manufactures products that perfectly meet the

needs of today's digital home, office and person, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktops, Eee Box and all-in-one PCs, notebooks, netbooks, tablet devices, servers, multimedia and wireless solutions, networking devices, and mobile phones. Driven by innovation and committed to quality, ASUS won 3,398 awards in 2010, and is widely credited with revolutionizing the PC industry with the Eee PC™. With a global staff of more than 10,000 and a world-class R&D team of 3,000 engineers, the company's revenue for 2010 was around US\$10.1 billion.

### **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.

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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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