



## DTS and Huawei Showcase Superior Audio Technologies at PT/EXPO COMM CHINA 2011

*Partnership with Huawei Offers Connected Consumers High-Quality Audio On the Go*

BEIJING--(BUSINESS WIRE)-- [DTS, Inc.](http://www.dts.com) (Nasdaq: DTSI), a leader in high-definition audio technology, with mobile and home entertainment device manufacturer [Huawei](http://www.huawei.com), will jointly exhibit high-quality audio technology at this year's [PT/EXPO COMM CHINA](http://www.ptexpo.com), taking place Sept. 26-30, at the China International Exhibition Center in Beijing. At booth number 8B005, attendees will experience firsthand the rich, immersive sound quality of Huawei devices equipped with DTS Envelo™ technology.

"As the mobile industry continues its rapid growth, pushing new limits and new features, we're striving to bring to market products on the forefront of innovation," said Ms. Glory Cheung, spokesperson for Huawei. "Our continued partnership with DTS allows us to do just that—addressing consumers' demands for a superior sound experience across mobile platforms. PT/EXPO COMM CHINA will be an excellent opportunity for attendees to experience our newly launched Cloud phones and Cloud service, together with the amazing sound that DTS' technology delivers."

Recognizing that today's mobile consumers are seeking high-quality audio experiences that rival in-person interactions, Huawei recently incorporated DTS Envelo technology into its [M835](http://www.huawei.com) smartphone. DTS Envelo provides users with a more expanded, immersive and natural audio experience by adding both depth and dimensionality. As a result, day-to-day applications—musical entertainment, interactive gaming and TV viewing—are enhanced for connected consumers.

Exclusive DTS' demo content heard on Huawei's latest Android 3.2 Honeycomb-based pad, known as MediaPad, will showcase DTS' state-of-the-art audio technology, which continues to see rapid adoption among an array of entertainment-enabled consumer electronics products. Attendees will also have a chance to experience DTS' multi-dimensional and superior sound quality on various platforms ranging from a 5.1-channel speaker configuration to headphones.

"We are committed to ensuring that consumers can experience rich, true-to-life audio, regardless of platform," said Roy Law, managing director and regional vice president of Greater China, DTS. "Our partnerships with industry leaders, such as Huawei, guarantee that our vision comes to life—putting connected devices outfitted with the highest quality audio technology in consumers' hands."

PT/EXPO COMM CHINA is recognized as one of the information and communications technology industry's largest exhibitions. The expo will focus on the new generation of information technology, next NGN, tri-network convergence, high-performance IC and high-end software.

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 Huawei**

Huawei Device's products cover a wide range of market sectors, including mobile phones, mobile broadband devices, and home devices. Additionally, its products also include the Hi Space App Store and the HiMe Management Cloud, making devices smarter and easier to use. Centered on customers, Huawei Device is committed to creating the most influential smart device brands in the world, thus providing user-friendly and joyful mobile Internet experiences for customers. As of the end of 2010, Huawei Device had spread its products across more than 500 operators all over the world and established strategic partnerships with world-leading operators such as Telefonica, China Mobile, Vodafone, T-Mobile, BT, China Telecom, NTT Docomo, France Telecom, and China Unicom. For more information, visit <http://huaweidevice.com/cn>.

### **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 San Jose, California, with its licensing operations headquartered in Limerick, Ireland. DTS also has offices in Northern California, Washington, China, France, Hong

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