



## DTS Continues Rapid Mobile Market Penetration with Huawei Smartphone Integration

*Mobile Users Will Enjoy a Dramatic, Expansive Audio Experience*

CALABASAS, Calif.--(BUSINESS WIRE)-- [DTS, Inc.](#) (Nasdaq: DTSI), a leader in high-definition audio, announced today that the newly launched Huawei M835 Android-based smartphone, available through the U.S. wireless carrier Metro PCS network, includes DTS Envelo™ technology. Following DTS featured mobile introductions earlier this year, this announcement further demonstrates the rapid adoption of the company's premium audio technology into mobile devices and the growing importance of sound to consumers' overall mobile experiences.

"As consumers increasingly access a variety of content from connected TV, tablet PC and mobile devices, DTS is dedicated to delivering high-quality sound regardless of the platform. We hear from our customers that they want the best possible sound and the inclusion of DTS Envelo and other similar audio enhancement technology helps deliver what matters to them," said Roy Law, DTS vice president and managing director, Greater China Region. "Consumers are looking to purchase devices that will bring the home theater sound experience to their platform of choice. Our latest collaboration with Huawei enables connected customers to enjoy high-quality audio wherever they are, with a more dramatic and immersive sound tailored for consumers on-the-go."

With DTS Envelo incorporated into the Huawei M835, consumers will be able to enjoy more robust-sounding music, an augmented video gaming experience with deeper realism and greater sound clarity for TV programming. DTS Envelo technology elevates audio with crystal-clear vocals, and more defined musical instruments that absorb the consumer in a richer, more enhanced audio experience by widening the sound and adding both depth and dimensionality. When using headphones, the virtual acoustic space generated by DTS Envelo creates an expanded, immersive and more natural sound field.

"During our product development phase, we acknowledged the growing importance that sound plays in mobile users' overall entertainment experiences," commented Ms. Glory Cheung, spokesperson for Huawei Device. "To this end, we opted to integrate DTS' high-quality audio technology to give our device a competitive edge and to create a truly immersive environment for our consumers—enabling them to enjoy mobile content like never before."

For more information on DTS technologies, please visit: [www.dts.com](http://www.dts.com). Find us 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, 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. © 2011 DTS, Inc. All rights reserved.

### **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>.

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