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## Xperi Announces DTS Sound Integration in Alibaba TmallGenie C1 Smart Speaker

*DTS Sound is the exclusive audio post-processing technology in the new device*

CALABASAS, Calif.--(BUSINESS WIRE)-- [Xperi Corporation](#) (Nasdaq:XPER) ("Xperi") is pleased to announce that Alibaba, China's largest AI speaker provider, will integrate DTS® Sound into its new TmallGenie C1 smart speaker. As the exclusive audio post-processing solution of the speakers, DTS Sound will deliver better sound and an enhanced overall listening experience to consumers.

"As the smart speaker segment continues to grow, we are committed to developing technology that can easily integrate into any next-generation smart speaker to provide high-quality sound to customers globally," said Christopher Lang, corporate vice president, general manager of greater China at Xperi. "We are delighted to work with a leading global brand like Alibaba to improve the performance of small speakers and demonstrate that sound should never be compromised based on the size or price."

"We are thrilled to offer the TmallGenie C1 smart speaker to consumers in China," said Wang Zhi, W labs general manager at Alibaba. "With the integration of DTS Sound, we are confident that listeners will be more than pleased with the incredible quality of sound that is omitted from these small, but mighty, speakers."

The TmallGenie C1 smart speakers are now available for purchase in China. For more information about DTS, please visit [www.dts.com](http://www.dts.com) or connect with DTS on [Facebook](#), [Twitter](#) (@DTS) and [Instagram](#) (@DTS).

### About Xperi Corporation

Xperi Corporation (Nasdaq: XPER) and its brands, DTS, FotoNation, HD Radio, Invensas and Tessera, are dedicated to creating innovative technology solutions that enable extraordinary experiences for people around the world. Xperi's solutions are licensed by hundreds of leading global partners and have shipped in billions of products in areas including premium audio, automotive, broadcast, computational imaging, computer vision, mobile computing and communications, memory, data storage, and 3D semiconductor interconnect and packaging. For more information, please call 408-321-6000 or visit [www.xperi.com](http://www.xperi.com).

### About Alibaba Group

Alibaba Group's mission is to make it easy to do business anywhere. The company is the largest online and mobile commerce company in the world in terms of gross merchandise volume. Founded in 1999, the company provides the fundamental technology infrastructure and marketing reach to help businesses leverage the power of the Internet to establish an online presence and conduct commerce with hundreds of millions of consumers and other businesses.

### About Tmall

Launched in 2008, Tmall ([www.tmall.com](http://www.tmall.com)) caters to consumers looking for branded products and a premium shopping experience. A large number of international and Chinese brands and retailers have established storefronts on Tmall. According to iResearch, Tmall was China's largest third-party platform for brands and retailers in terms of gross merchandise value in 2016. Tmall is a business of Alibaba Group.

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