



SRS Labs and DivX Partner to Deliver New SRS HD Sound Feature for Popular DivX(R) Players

SRS WOW HD DivX Edition Creates an Immersive and Natural Sound Experience in Any Listening Environment for DivX Players

SANTA ANA, Calif., Nov 02, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- [SRS Labs](#) (Nasdaq: SRSL), the industry leader in surround sound, audio, and voice technologies, announced today that it is partnering with leading digital media company, [DivX, Inc.](#) (Nasdaq: DIVX) to develop the SRS WOW HD(TM) DivX(R) Edition plug-in for the popular DivX player and DivX Web Player. SRS Labs and DivX are partnering in this combined offering to advance the quality and performance of DivX video with cutting edge sound technology that matches the outstanding video quality of the DivX players.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070322/LATH036LOGO>)

"DivX has built a solid reputation for providing a solution that allows consumers to enjoy high-quality multimedia across a wide range of devices, while SRS prides itself on creating audio solutions that provide exceptional audio quality that is both natural and immersive," said Allen H. Gharapetian, Vice President of Marketing for SRS Labs. "We are excited to be working with DivX to provide their users with an enriched audio experience through the ingenuity of SRS WOW HD DivX Edition."

[SRS WOW HD](#) DivX Edition restores a significantly more natural-sounding audio experience to the DivX players for heavily compressed files and optimizes content to maximize the sound potential of headphones and built-in speaker configurations. The result is an immersive 3D audio experience with improved bass response, greater high-frequency clarity and an elevated sound stage.

"We're always looking for new ways to enhance our customers' multimedia experience and add more value for our consumer electronics partners while continuing to advance the quality and performance of DivX (.avi/.divx) and DivX Plus(TM) HD (.mkv) videos," said Guto Araujo, Vice President and General Manager, Software & Services at DivX, Inc. "The addition of the SRS WOW HD DivX Edition plug-in for the DivX Player and DivX Web Player allows us to offer a more immersive and natural sound experience for our users to enjoy the quality of DivX videos with great audio."

The SRS WOW HD DivX Edition software is expected to be available on DivX's Web site at www.divx.com before the end of 2009.

About SRS Labs, Inc.

Founded in 1993, SRS Labs is the industry leader in audio signal processing for consumer electronics. Beginning with the audio technologies originally developed at Hughes Aircraft, SRS Labs holds over 150 worldwide patents and is recognized by the industry as the foremost authority in research and application of audio post processing technologies based on the human auditory principles. Through partnerships with leading global CE companies, semiconductor manufacturers and software partners, SRS is recognized as the de facto standard in audio enhancement, surround sound, volume leveling and voice processing technologies. SRS solutions have been included in over one billion electronic products sold worldwide including flat panel HDTVs, STBs, mobile phones, portable media devices, PCs and automotive entertainment. SRS Labs supports its partners around the globe with a network of offices in regions including the U.S., China, Europe, Japan, Korea and Taiwan. For more information, visit www.srslabs.com. Visit SRS Labs' blog at soundingoff.srslabs.com, on Facebook at www.facebook.com/srslabs or on Twitter at <http://www.twitter.com/srslabs>.

About DivX

DivX, Inc. is a digital media company that enables consumers to enjoy a high-quality video experience across any kind of device. DivX creates, distributes and licenses digital video technologies that span the "three screens" comprising today's consumer media environment -- the PC, the television and mobile devices. Over 200 million DivX devices have shipped into the market from leading consumer electronics manufacturers. DivX also offers content providers and publishers a complete solution for the distribution of secure, high-quality digital video content. Driven by a globally recognized brand and a passionate community of hundreds of millions of consumers, DivX is simplifying the video experience to enable the digital home.

Forward-Looking Statements

Statements in this press release that are not strictly historical in nature constitute "forward-looking statements." Such statements include, but are not limited to, statements regarding DivX's visibility within the investment community. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause DivX's actual results to be materially different from historical results or from any results expressed or implied by such forward-looking statements. These factors include, but are not limited to: the risk that customer use of DivX technology may not grow as anticipated; the risk that anticipated market opportunities may not materialize at expected levels, or at all; the risk that the Company's activities may not result in the growth of profitable revenue; risks and uncertainties related to the maintenance and strength of the DivX brand; risks associated with DivX's ability to penetrate existing and new markets; risks regarding the effects of competition; the risk of DivX's dependence on its licensees and partners; risks related to the effect of intellectual property rights claims; and other factors discussed in the "Risk Factors" section of DivX's most recent report filed with the Securities and Exchange Commission. All forward-looking statements are qualified in their entirety by this cautionary statement. DivX is providing this information as of the date of this release and does not undertake any obligation to update any forward-looking statements contained in this release as a result of new information, future events or otherwise.

Except for historical information contained in this release, statements in this release, including those by Mr. Gharapetian, may constitute forward-looking statements regarding our assumptions, projections, expectations, targets, intentions or beliefs about future events that are based on management's belief, as well as assumptions made by, and information currently available to, management. While the Company believes that its expectations are based upon reasonable assumptions, there can be no assurances that the Company's goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect the Company's actual results and may cause results to differ materially from those expressed in forward-looking statements made by or on behalf of the Company. Some of these factors include the acceptance of new SRS Labs' products and technologies, the impact of competitive products and pricing, the timely development and release of technologies by the Company, general business and economic conditions, especially in Asia, and other factors detailed in the Company's Form 10-K and other periodic reports filed with the SEC. SRS Labs specifically disclaims any obligation to update or revise any forward-looking statement whether as a result of new information, future developments or otherwise.

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