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Press Release

# DTS Signs on as Executive Sponsor of the Entertainment Technology Center @ USC

02.23.10, 08:04 AM EST



BusinessWire - The Entertainment Technology Center at University of Southern California

(ETC@USC) (www.etccenter.org), a non-profit consortium that brings together top entertainment and consumer electronics companies to listen to and evaluate consumer mindshare towards future technologies, announced today that DTS Inc. (Nasdaq:DTSI) has joined ETC@USC as an executive sponsor. DTS Inc. is a pioneer of multi-channel audio whose technology is in home theatre, car audio, PC, and game console products, as well as DVD-Video, Blu-ray Disc and Surround Music software.

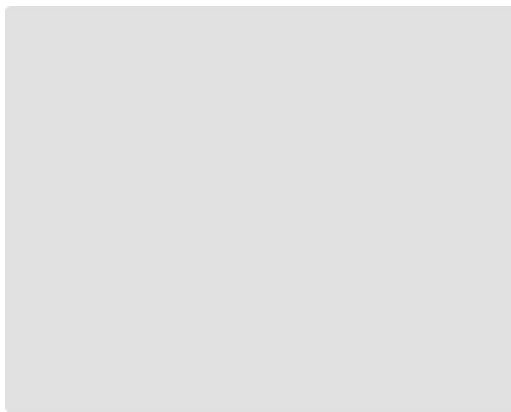
"We welcome DTS as an ETC sponsor. DTS technology is in hundreds of millions of consumer electronics products worldwide, and they are dedicated to bringing the ultimate in entertainment experience. We recognize the unique experience and expertise that they will bring to our center," said David Wertheimer, CEO and Executive Director of ETC@USC. "We are looking forward to DTS' participation in ETC projects and their contribution to the on-going dialogue about issues shaping entertainment and technology."

As an executive sponsor, DTS, Inc. will participate in ETC's cross-industry CxO Roundtables, ETC's Anytime/Anywhere Consumer Research, Student Feedback Forums, and in the Anytime/Anywhere Content Lab (AACL), ETC Board, ETC's IMF project and other exclusive meetings, which will aid in the furthering of ETC's mission. The goal of these sponsorship programs is to provide invaluable guidance and technical resources for the products of the future -- and for the companies that make them.

"At DTS we are committed to leading the audio industry with the latest innovations," says Patrick Watson, Senior Vice President, Strategy and Business Development. "Supporting ETC underscores our desire to support growth, intelligent

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DTS, Inc. (NASDAQ:DTSI) is a digital technology company dedicated to delivering the ultimate entertainment experience. DTS branded decoders are in virtually every

major brand of multi-channel surround sound processors, and there are hundreds of millions of DTS-licensed consumer electronics products available worldwide. A pioneer in multi-channel audio, DTS technology is in home theatre, car audio, PC and game console products, as well as DVD-Video, Blu-ray Disc and surround music software. 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, Canada, 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 and the DTS Symbol are registered trademarks of DTS, Inc. DTS Neural Surround is a trademark of DTS, Inc. All other trademarks are the properties of their respective owners.

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About the Entertainment Technology Center @ USC

The Entertainment Technology Center @

USC, founded in 1993 with the help of George Lucas, is a non-profit organization within USC's School of

Cinematic Arts. The ETC

brings together the top entertainment, technology and consumer electronic companies to evaluate what consumers really want, which is then translated to the companies that make technology products. The ETC strives to show how technology impacts the next generation consumer, which will improve the consumer experience and will uncover new revenue streams for entertainment-related products. Along with USC's School of Cinematic Arts, current ETC sponsors include: The Walt Disney Company, Sony Pictures Entertainment, Fox, Paramount Pictures, Warner Bros. Entertainment, Alcatel-Lucent, Cisco, Deluxe Entertainment Services Group, Inc., Lucasfilm Ltd, TATA Consultancy Services, and Thomson, also LG Electronics, Dolby, Singapore IDA, and Volkswagen of America. [www.etccenter.org](http://www.etccenter.org)

SOURCE: Entertainment Technology Center @ USC

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