

Tuesday, February 23, 2010

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DTS Backs USC Entertainment Technology Center

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Los Angeles-based DTS, which develops surround sound technology, said today that it has signed on as an Executive Sponsor of USC's Entertainment Technology Center, an effort at the school to link entertainment, technology, and consumer electronics firms. The center and DTS said the deal will allow DTS to participate in a number of its research, project, meetings, and other activities. Financial details were not disclosed. The Entertainment Technology Center @ USC is part of the USC School of Cinematic Arts, and was co-founded in 1993 with help from George Lucas.

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