

## Via Licensing Launches Multi-Generational Wireless Licensing Program

*Program offers consolidated license to essential patents for multiple wireless standards*

**SAN FRANCISCO, November 15, 2018** —Via Licensing, the leading provider of intellectual property solutions, announced today that it is now making available a single license for multiple generations of wireless standards. The multi-generational licensing program enhances Via's wireless offerings, which include its industry-recognized LTE licensing program as well as its W-CDMA patent pool.

The multi-generational licensing platform includes separate subprograms for mobile devices, such as phones and tablets, and connected motor vehicles and components. All subprograms are based on the same fair, reasonable and non-discriminatory (FRAND) approach Via uses for its other licensing programs. Via's transparent approach advances the adoption of wireless standards across many industries and in different vertical segments. Via plans to expand future license offerings to address additional categories such as IoT devices and the 5G standard.

"As we enter a new era of cellular connectivity, Via continues to support and promote the wireless ecosystem by providing all market participants transparent access to essential wireless patents developed and owned by our innovative licensors," said Joe Siino, President of Via Licensing.

Via's multi-generational license for each subprogram is offered on behalf of licensors participating in the subprogram. More information about each program can be found on Via's [website](#). Parties manufacturing or selling devices or components with cellular connectivity and other implementers of these standards should visit [www.via-corp.com/licensing](http://www.via-corp.com/licensing) or contact Via at [info@vialicensing.com](mailto:info@vialicensing.com) to request more information about the Multi-Generational Wireless Program or other Via license offerings.

### **About Via Licensing Corporation**

Via Licensing Corporation is a global intellectual property solutions provider dedicated to enabling innovation in partnership with technology companies, entertainment companies and universities around the world. Via develops and manages licensing programs on behalf of highly innovative companies in markets such as audio, wireless, broadcast, and automotive. Via is a wholly owned subsidiary of Dolby Laboratories, Inc., a company with more than 50 years of experience in innovation. For more information about Via, please visit [www.via-corp.com](http://www.via-corp.com).



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