



Via Signs Multi-Year AAC License Pact with ASUS *ASUS benefits from efficiencies of patent pool licensing*

San Francisco, December 21, 2016 – Via Licensing Corporation (Via), a leading world-wide intellectual property solutions provider, has entered into an agreement with ASUSTeK Computer Inc. (ASUS), a global computer hardware and electronics provider, granting ASUS a license to the patented technology in Via's Advanced Audio Coding (AAC) patent pool. Via manages more than 800 licensees in its AAC pool.

"Via is pleased that ASUS has recognized the importance of AAC technology in its devices as well as the efficiencies of obtaining the necessary rights through our AAC patent pool," said Joe Siino, President of Via. "The AAC pool allows licensees to save significant resources compared to dealing with multiple licensors on an individual basis."

AAC enables ASUS smartphones, laptops, tablets and other devices sold world-wide to process extremely high-quality audio with high compression efficiency, reducing the amount of data consumed and processing power required.

About Via Licensing Corporation

Via Licensing Corporation is a wholly owned subsidiary of Dolby Laboratories, Inc., a company with more than 50 years of experience in innovation and technology licensing. Via is dedicated to the development and administration of licensing programs for mandated, de facto, and emerging standards on behalf of innovative technology companies in the audio, broadcast, wireless, and automotive markets. For more information about Via, please visit via-corp.com.

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