

Skyworth Signs Worldwide License to Via Licensing's Advanced Audio Coding Patent Pool

Leading Chinese Technology Company Benefits from Patent Pool Efficiencies

SAN FRANCISCO & SHENZHEN, CHINA — April 2, 2019 — Skyworth, a leading technology company headquartered in China, and Via Licensing, the collaborative licensing leader, today announced they have entered into an Advanced Audio Coding (AAC) patent pool agreement granting Skyworth a worldwide license to use the patented technology in its televisions.

"We are glad to reach this global agreement with Skyworth, and welcome Skyworth into the AAC patent pool as they continue to grow their worldwide presence and consumer offerings," said Joe Siino, president, Via Licensing. "Skyworth joins over 900 other licensees in the Via AAC pool, which addresses each region's unique market considerations and enables companies like Skyworth to benefit from fair, transparent, and trusted licensing practices."

"Skyworth is a leading high-tech company driven by innovation. We have always respected intellectual property and have a long-term commitment to fostering and creating high-value intellectual property. We are delighted to have signed this license with Via, which furthers Skyworth's product innovation and ongoing internationalization," said Mr. Zhiguo Wang, CEO of Skyworth. "Skyworth maintains its commitment to provide a superior digital audio experience to the world."

AAC, incorporated in Skyworth's television products sold worldwide, is a coding method that is necessary for consumers to enjoy high-quality audio with high compression efficiency, reducing the amount of data consumed and processing power required.

About Skyworth

Skyworth was established in 1988, with the head office located within Shenzhen High Tech Industrial Park and has more than 40,000 employees. Skyworth is a large-scale high-tech corporation mainly engaged in the development and manufacturing of consumer electronics, display devices, digital set top boxes, security monitors, network communication, semi-conductors, refrigerators, washing machines and LED lighting etc. In 2000 Skyworth was listed on the main board of HK Stock Exchange (HK0751). After a development of more than 30 years, Skyworth has become a world famous brand worth almost CNY 100 billion.

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 an independently managed 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.

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