



Via Licensing Announces New Multi-Generational Wireless Program

Program Offers a License to Patents Essential to Multiple Standards, Including 3G and 4G

SAN FRANCISCO, February 26, 2018 — Via Licensing, the leading provider of intellectual property solutions, announced today that it is launching a new multi-generational licensing program for wireless technologies. The program offers one of the largest combined cellular standard-essential patent portfolios for licensing connected devices, including smartphones, tablet computers, connected motor vehicles and other IoT devices.

“We are consistently exploring opportunities to advance the adoption of wireless standards across the tech industry and in different industry segments,” said Via President Joe Siino. “We now believe a program offering a combined license to patents covering multiple wireless standards should be made available across various industry sectors, for example connected motor vehicles.”

This new offering is designed to promote an industry-friendly licensing model that establishes fair, reasonable and non-discriminatory (FRAND) pricing terms for the entire wireless industry. Additionally, it offers an effective IP solution for a wide array of products with cellular connectivity, including connected motor vehicles and other IoT devices, and intends to promote transparency, stability and fairness for both licensors and licensees.

Leading companies and innovators, including ones in Via’s existing wireless programs, are working with Via to launch the program. Later this year, Via plans to release additional license offerings for other IoT devices and the first of its kind 5G standard joint patent license offering.

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.

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