

Via Licensing and Haier Sign AAC Patent Pool License
Industry-leading Audio Patent Pool Welcomes Haier

SAN FRANCISCO and QINGDAO, CHINA, April 2, 2019 -- Via Licensing Corporation, the collaborative licensing leader, and Haier, leading global provider of better-life solutions, today announced they have signed a new license granting Haier rights for the use of the patented technology in Via's Advanced Audio Coding patent pool.

"Haier has tremendous respect for the advanced technologies and comprehensive intellectual property solutions Via delivers, particularly as Haier is transforming itself into an IOT leader," said Hu Xijia, Vice President, Haier TV. "We are delighted to join over 900 AAC patent pool licensees and look forward to incorporating these technologies into more exciting Haier products."

"Via welcomes Haier into the AAC patent pool," said Joe Siino, president, Via Licensing. "This agreement demonstrates Haier's commitment to providing its customers around the world the highest quality products and exceptional user experiences."

Through its AAC patent pool, Via offers a license to the AAC patent portfolios of industry leading companies that include Dolby Laboratories, Ericsson, ETRI, Fraunhofer IIS, JVC Kenwood, Koninklijke Philips N.V., Microsoft Corporation, NEC Corporation, NTT DOCOMO, INC., Orange S.A., Panasonic Corporation, Sony, and VoiceAge, the key innovators of the AAC audio compression standard that is widely adopted in broadcast, consumer electronics, mobile, automotive and personal computer products, worldwide.

About Haier

Haier Group is a global leading provider of better-life solutions. In the era of the Internet and the Internet of Things, Haier will transform from a traditional manufacturing enterprise into a win-win IoT community ecology.

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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