



Skyworth Group Joins Via LA's Advanced Audio Coding Patent Pool *Leading Electronics Brand Joins Over 900 Companies in Popular Audio Pool*

SAN FRANCISCO and SHENZHEN, December 14, 2023 – Via Licensing Alliance, the collaborative licensing leader, and Skyworth Group, a global leader in consumer electronics, today announced that Skyworth has secured a license to Via LA's Advanced Audio Coding (AAC) patent pool.

"We are happy to join Via LA's AAC patent pool, an easy and efficient mechanism for Skyworth to access the advanced technologies our customers want in our products," said Xinmin Ye, IP Director of Skyworth. "We are committed to maintaining a healthy and balanced intellectual property ecosystem that respects the contributions of all participants."

"Via LA's AAC patent pool is excited to welcome Skyworth Group, a leader in smart technology solutions," said Heath Hoggund, President, Via Licensing Alliance. "This agreement reinforces the market needs for streamlined and reliable licensing solutions that the AAC pool continues to provide."

Advanced Audio Coding is defined by a set of International Standards from ISO/IEC. It specifies a coding method that allows consumers to enjoy high-quality audio with high compression efficiency, reducing the amount of data to be transmitted and the processing power required for playback. Nearly 1,000 companies around the world are licensed to this audio compression standard through the patent pool administered by Via LA.

About Skyworth Group

SKYWORTH Group Limited is a leading supplier of uniquely advanced and smart technology solutions. It has been listed on the Hong Kong Stock Exchange (HKG: 0751) since 2000. As of June 2023, the Group was valued in excess of USD 23 billion and employed over 30,000 people worldwide. Founded in 1988, today SKYWORTH is a leading color global TV brand, a leading brand in the Chinese display industry, and a leading global provider of the Android TV platform.

About Via Licensing Alliance

Via LA is the collaborative licensing leader, dedicated to accelerating global technology adoption, fostering participation, and generating return on innovation with balanced licensing solutions for innovators and manufacturers of all sizes around the globe. Via LA has operated dozens of licensing programs for a variety of technologies consisting of nearly 50,000 patents in over 130 countries with more than 500 patent holders and nearly 10,000 licensees. Via LA is an independently managed company owned by industry-leading participants with over 25 years of intellectual property licensing leadership. For more information about Via LA, please visit www.Via-LA.com.

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