



## Via LA Welcomes vivo Into Advanced Audio Coding Patent Pool

**SAN FRANCISCO and DONGGUAN, September 10, 2024** - Today, Via Licensing Alliance (“Via LA”), the collaborative licensing leader, announced that vivo, a leading technology company, is joining its Advanced Audio Coding (AAC) patent pool. This news marks significant momentum for Via LA’s AAC pool, which recently added major players Xiaomi and OPPO, and further strengthens collaboration with world-class companies in China.

“We’re pleased to join Via LA’s AAC patent pool, a collaborative model to create the platform for bridging the interests of various companies,” said Jonathan Liu, Senior Director of IP Licensing at vivo. “vivo will continue to advocate the reasonable and innovative licensing model for sustaining the healthy IP environment.”

“Via LA’s AAC patent pool wouldn’t be complete without the addition of vivo,” said Heath Hoglund, President, Via Licensing Alliance. “AAC offers essential patent rights to technologies pushing audio into the future, and we’re excited that vivo is joining other Chinese tech companies in investing in enhanced audio technology and innovation.”

AAC comprises some of the most efficient audio coding technologies available today, offering higher quality audio at lower bit rates than older MPEG audio coding formats. The technology is essential to offering quality and efficiency across many types of program content, including music, speech, and ambient sound.

For more information about the AAC patent pool, including information for prospective licensees, please visit [www.Via-LA.com](http://www.Via-LA.com).

### **About vivo**

vivo is a technology company that creates great products based on a design-driven value, with smart devices and intelligent services as its core. The company aims to build a bridge between humans and the digital world. Through unique creativity, vivo provides users with an increasingly convenient mobile and digital life.

vivo is supported by a network of R&D centers in Shenzhen, Dongguan, Nanjing, Beijing, Hangzhou, Shanghai, Xi’an and more cities, focusing on the development of state-of-the-art consumer technologies, including 5G, artificial intelligence, industrial design, imaging system and other up-and-coming technologies. vivo has also set up an intelligent manufacturing network (including those authorized by vivo).

Stay informed of latest vivo news at <https://www.vivo.com/en/about-vivo/news>

### **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](http://www.Via-LA.com).

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