



Via LA Launches Voice Codec Pool with Deep Market Adoption, Five Large Global Licensors

Huawei Joins as Licensor While Also Taking a Pool License, Providing Early Momentum

SAN FRANCISCO, December 10, 2024 — Today, Via Licensing Alliance (“Via LA”), the collaborative licensing leader, announced the launch of its new Voice Codec pool. Developed to evolve over time with the market, the pool covers voice technologies including EVS and IVAS and is initially comprised of five large global licensors, including Dolby, Etri, Huawei, JVCKENWOOD, and NTT. Additionally, Huawei has taken a license from Via LA’s new Voice Codec pool, signaling early momentum for the program.

EVS is a core voice standard enables high-quality voice communication service through 4G and 5G cellular network stations, and with over one billion mobile phones shipped globally each year, these evolving voice technologies represent a significant market opportunity in the coming decades, especially as IVAS technology launched in 2024 and approaches mass adoption.

“Huawei is a significant contributor to advanced audio technologies such as EVS and IVAS,” says Alan Fan, Huawei’s Global Head of IP. “As both a patent holder and implementer, Huawei supports a balanced approach to patent licensing that aligns two key objectives: incentivizing innovation and promoting widespread adoption. The Voice Codec pool reflects this balanced position and provides an efficient licensing solution for the industry.”

“NTT’s history of innovation in voice communications has allowed us to deliver consistently better experiences for consumers and has helped drive rapid growth in digital data use,” said Shunsuke Sakai, NTT’s Director of Licensing. “We are pleased to join Via LA’s Voice Codec Pool as an efficient and effective means of continuing to make the results of our long-standing R&D in voice codec technology available to the global marketplace.”

“Dolby has a rich history of innovation in the audio technology space,” said Andy Sherman, Executive Vice President, General Counsel and Corporate Secretary at Dolby. “As new voice technologies increasingly shape the digital communications landscape of today and tomorrow, Dolby is excited to join Via LA’s Voice Codec Pool as we continue to evolve our voice offerings.”

Envisioned as an “evergreen” program, the new Voice Codec pool will grow and evolve with new voice technologies and standards adopted by the market, ensuring that licensors and licensees continue to realize value from the pool over time.

“With over two decades of global leadership in collaborative licensing, we are focused on developing new licensing solutions that will advance innovation and technology for many more decades to come,” said Heath Hoglund, President of Via LA. “Our new Voice Codec pool is one example of the promising new licensing offerings that Via LA is focused on bringing to the market.”

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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