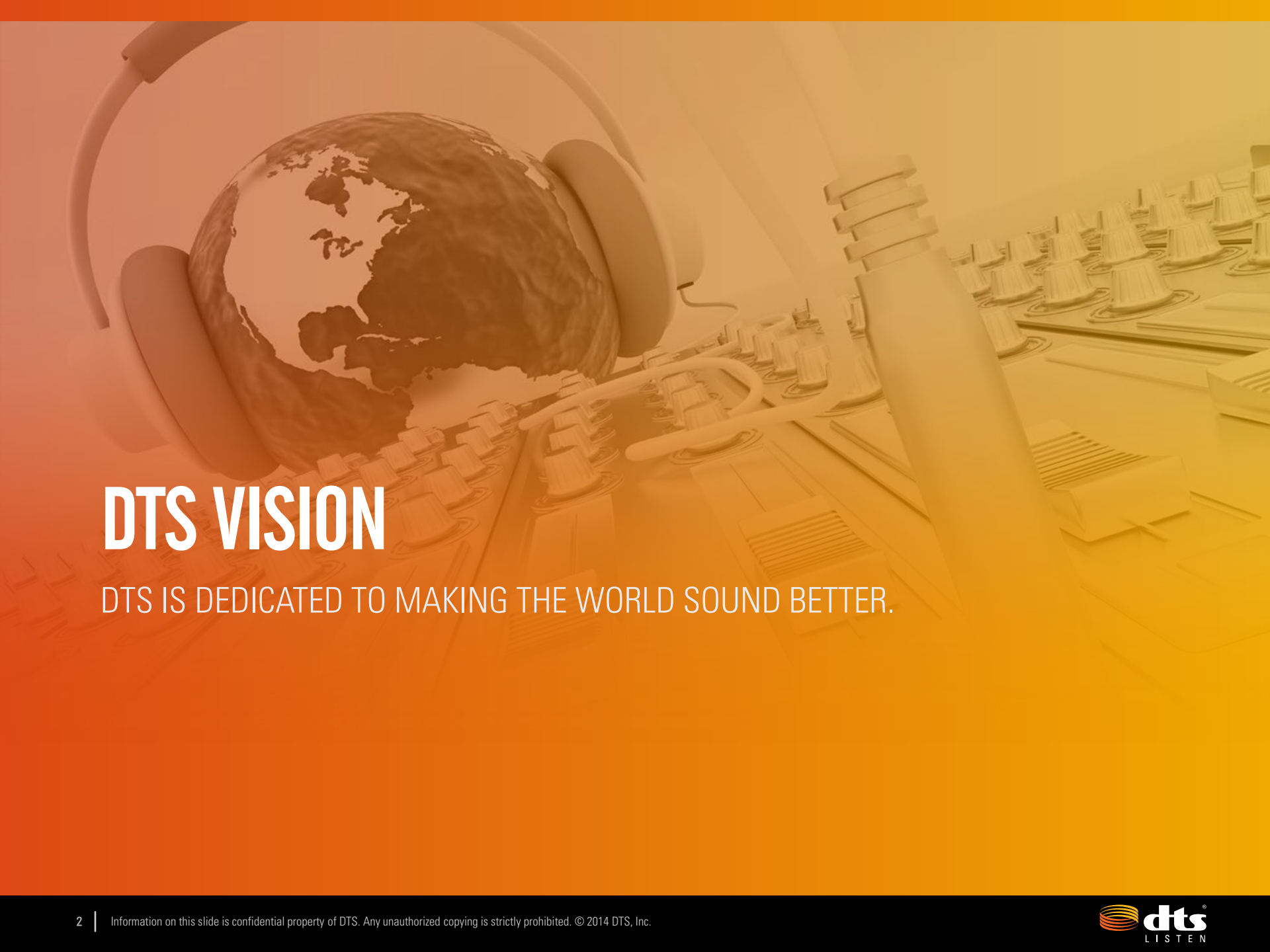


DTS CORPORATE INTRO

OCTOBER 2014



DTS VISION

DTS IS DEDICATED TO MAKING THE WORLD SOUND BETTER.

AN UNRELENTING QUEST FOR SONIC FIDELITY OVER 20 YEARS

WHEREVER PEOPLE HAVE LISTENED, WE'VE MADE SOUND MATTER

1993

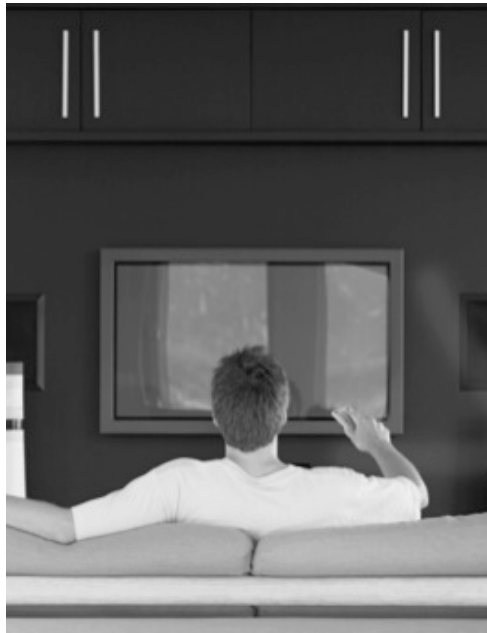


THEATERS

Thousands per year

Movie theater surround sound equipment

1997



HOMES

Millions per year

AV Receivers, Home Theater in-a-Box systems

2004



BLU-RAY

Tens of Millions per year

Blu-ray players, BD-equipped PCs

2012 +

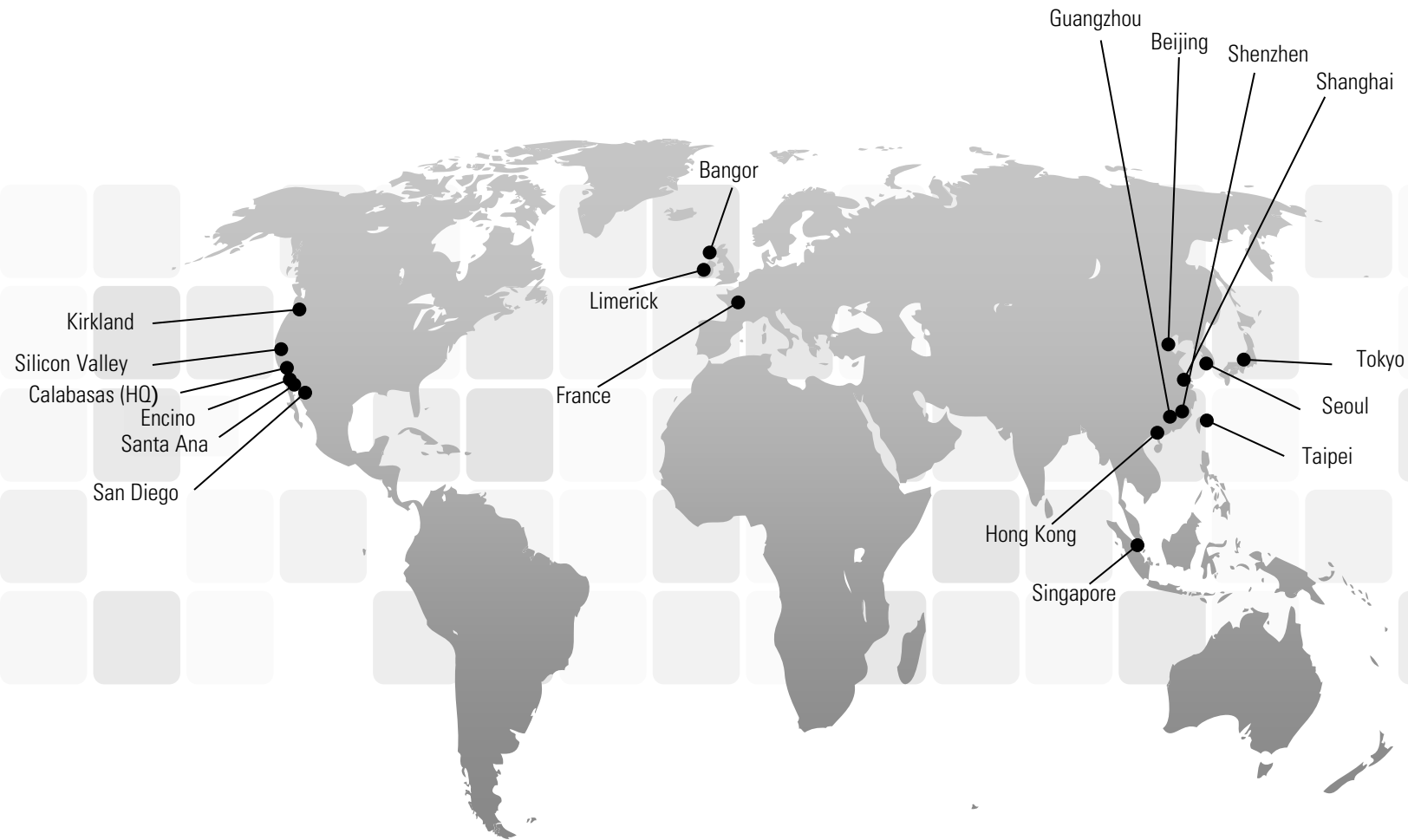


CONNECTED

BILLIONS per year

Connected TVs, Smartphones, Tablets, Ultrabooks, PCs...

GLOBAL FOOTPRINT

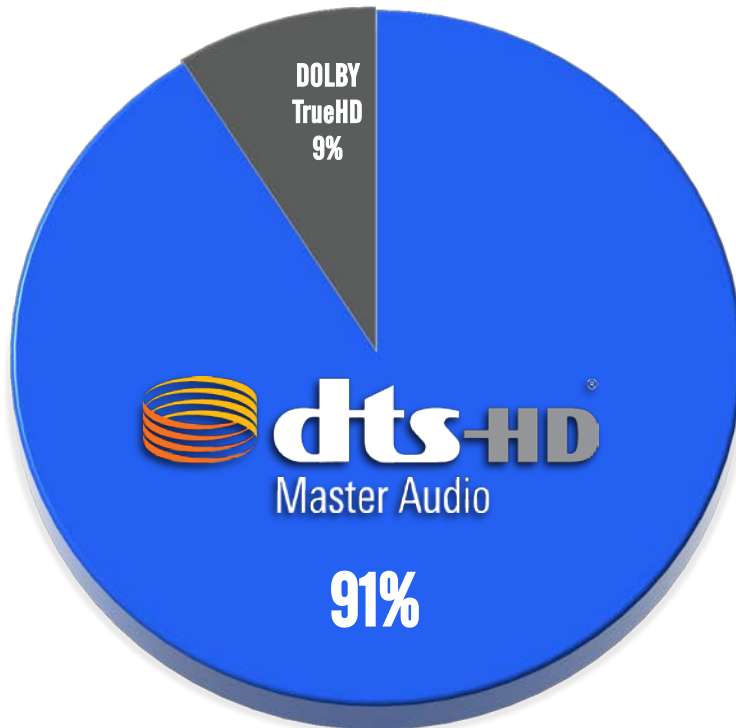


OVER 2 BILLION DEVICES WORLDWIDE



TOP 100 BLU-RAY DISC™ TITLES

DTS: LEADING THE WAY IN HIGH DEFINITION AUDIO



US Blu-ray Lossless Audio Statistics



*Note: Based on total movie units sold from 6/30/13 through 6/29/14.

Data includes most major retailers. It is based on titles sold that may have multiple audio codecs.

Source: © The Nielsen Company (US), LLC. Used with permission.

DTS SNAPSHOT

- Listed on NASDAQ 2003 (DTSI)
- Annual revenue \$125M (2013)
- Pioneer in multichannel audio
- Technology Licensing business model
- Complete end-to-end audio solutions, offering encoding, decoding, post-processing and wireless solutions
- Mandatory audio format in Blu-ray Disc™ standard



WE BELIEVE SOUND MATTERS

SOUND IS THE EMOTIONAL CONNECTION TO DIGITAL ENTERTAINMENT



Sound Matters

**SOUND CHANGES
THE WAY WE SEE**

ALL YOU HAVE TO DO IS LISTEN

STRATEGIC PLATFORM

MESSAGE

OUR CONSUMER VALUE PROPOSITION

CREATING A SUPERIOR ENTERTAINMENT EXPERIENCE



SIMPLE
PERSONAL
IMMERSIVE

CONSUMERS DEMAND HIGH QUALITY AUDIO

AND ARE WILLING TO PAY FOR IT

- Sound impacts people's enjoyment of video content. Switching to DTS Headphone:X from standard-quality audio generated an average increase of 42% more enjoyment of the content
- Consumers worldwide still consider sound quality to be one of the most important considerations in their upcoming replacement-TV purchase decision
- Sound quality remains the most important factor when purchasing premium (\$100+) headphones
- Sound quality is one of the top factors for evaluating products among consumers interested in both wireless multi-room audio products and portable wireless speakers

1 Source: Neuro Insight "Mobile Video Engagement Study", January 2014

2 Source: NPD Display Search "2014 Global TV Replacement Study"

3 Source: The NPD Group/Consumer Tracking Service, June 2013

4 Source: CEA "Consumer Perspectives on Wireless Multi-Room and Portable Audio Solution Study", April 2014



LIVING IN AGE OF THIN DEVICES

INDUSTRIAL DESIGN COMPROMISE AUDIO EXPERIENCE

- Design and cost constraints negatively impacting audio performance
- Annoying volume fluctuations
- Limited space for 5.1 or 7.1 speaker systems
- Many wires to connect and run



COMPLETE AUDIO SOLUTION

ONE STOP SHOP

- DTS HD All-in-One audio codec
- Simple and elegant solution
- Improved spatial quality
 - Width and depth
 - Spaciousness
- Improved timbre quality
 - Full and bright
 - Artifacts minimized
- Customized transducer tuning
 - Down-firing speaker tuning
- Dialog enhancement



DTS BRANDED AUDIO SOLUTION

ADDING VALUE WITH IP AND COMPLETE AUDIO SOLUTIONS

VISION



DTS = GREAT SOUND

MISSION

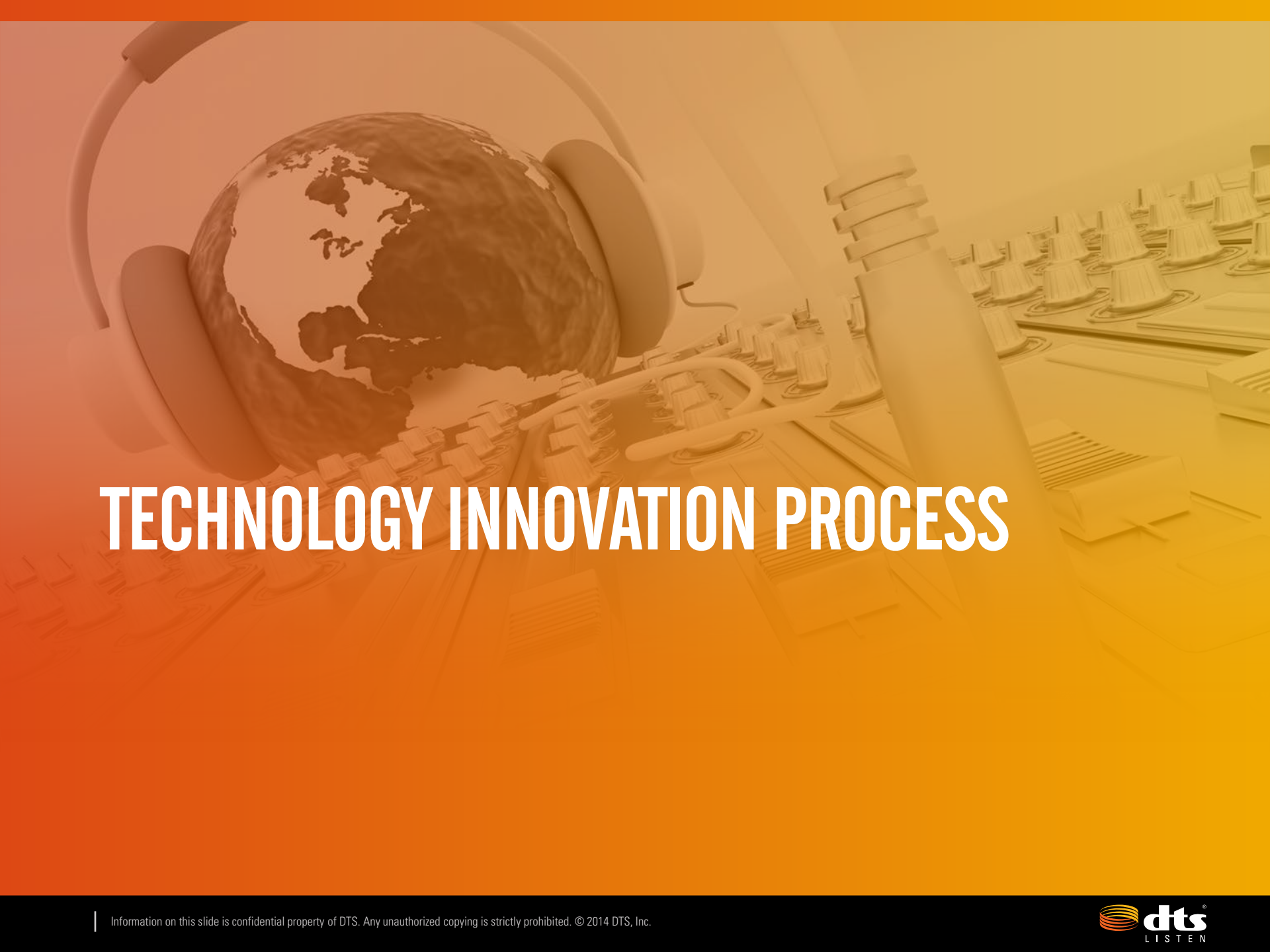


WE MAKE THE WORLD SOUND
BETTER

OBJECTIVE



VALUE ADDED PRODUCT
PARTNER



TECHNOLOGY INNOVATION PROCESS

CORE TECHNOLOGY INNOVATION

- Continuity and leverage between near-term product development and strategic core technology development
 - Maximize return on R&D investment. Minimize “one-offs”, thrashing.
- Consolidated technology core integrating of audio coding and audio processing
 - Serve all DTS product opportunities & markets: Mobile, PC, TV, sound bar.

TECHNOLOGY INNOVATION PROJECTS

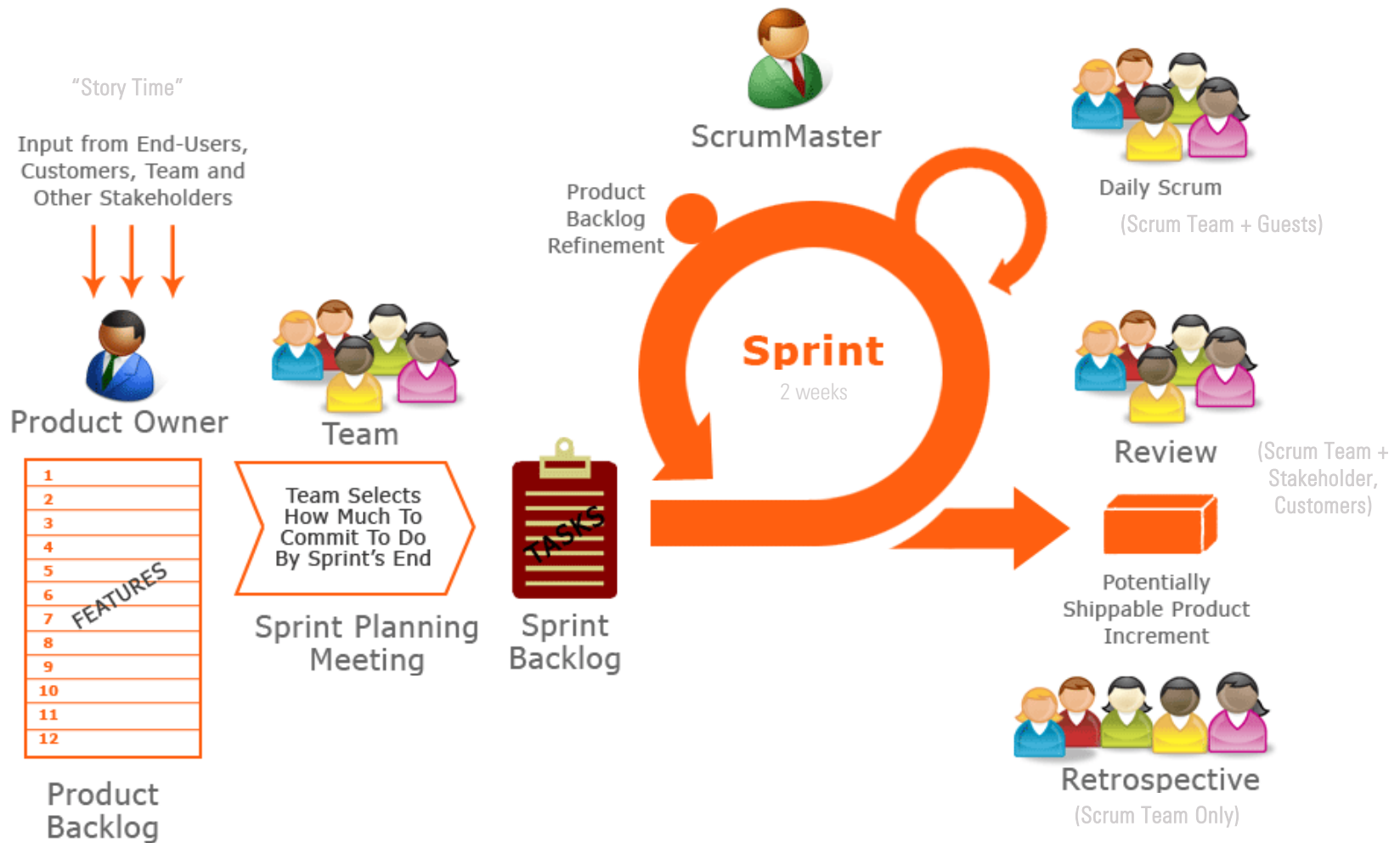
IDENTIFY, SELECT AND DEVELOP NEW SOLUTIONS LEVERAGING CORE TECHNOLOGY STRENGTHS
TO ENABLE FUTURE BUSINESS EXPANSION

- Innovation project maturation stages
 - Investigation: minimal-impact internal R&D investment to assess and validate a new technology concept
 - Initiative: validate a concept in the market through collaboration with a selected business partner
 - Program: develop reference design for commercialization with company-wide resource support.

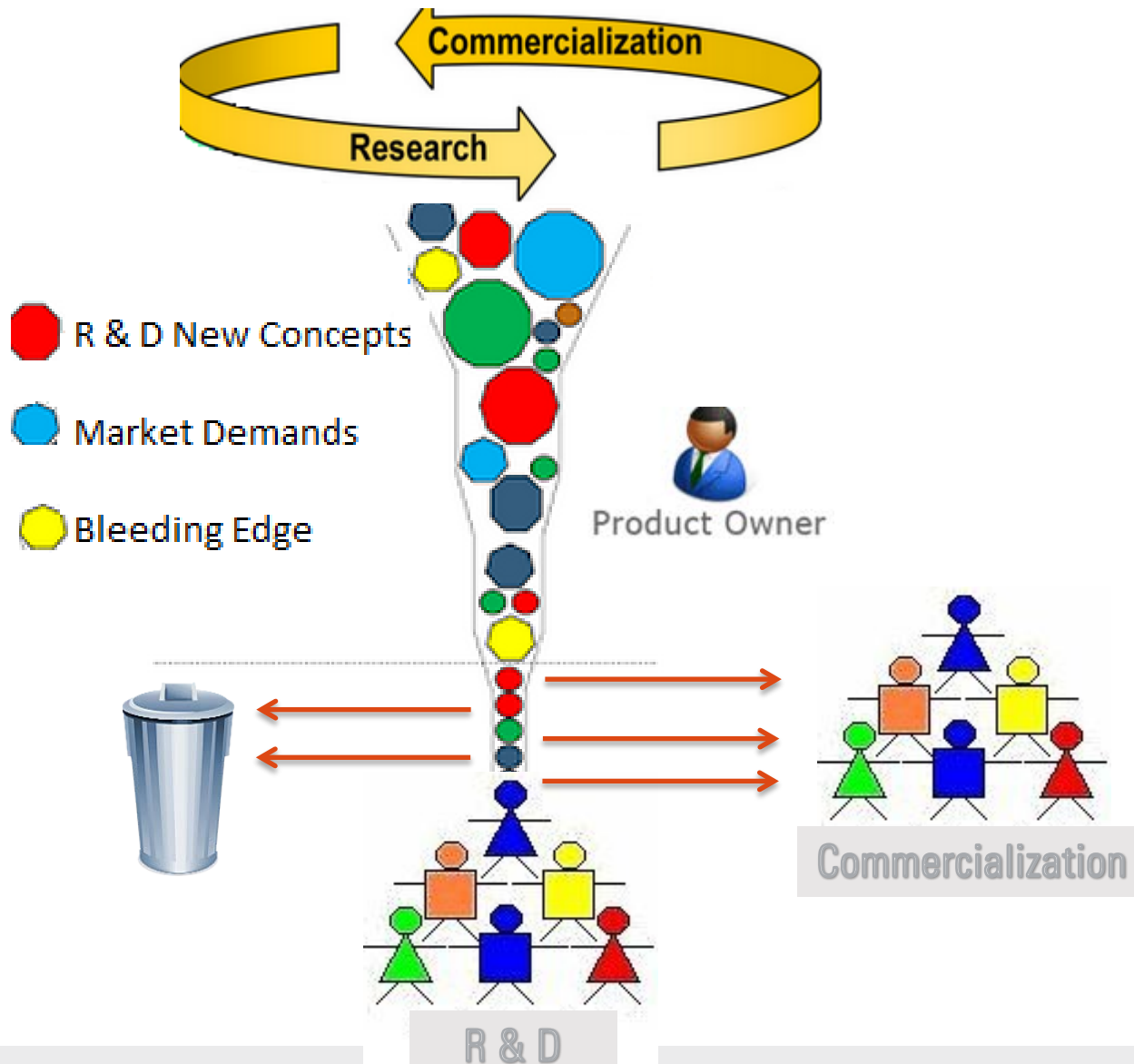
CORE TECHNOLOGY INNOVATION PROCESS

- IP protection process
 - Invention disclosure (R&D) → Invention disclosure committee (IDC) → patent application (Legal + R&D)
 - IP creation steering
 - Maximize value of invention disclosures submitted to IDC
 - Train inventors to write disclosures most effectively to facilitate assessment and application
 - Maintain IP protection backlog from inventor ideas and innovation brainstorm meetings
 - Prioritize backlog

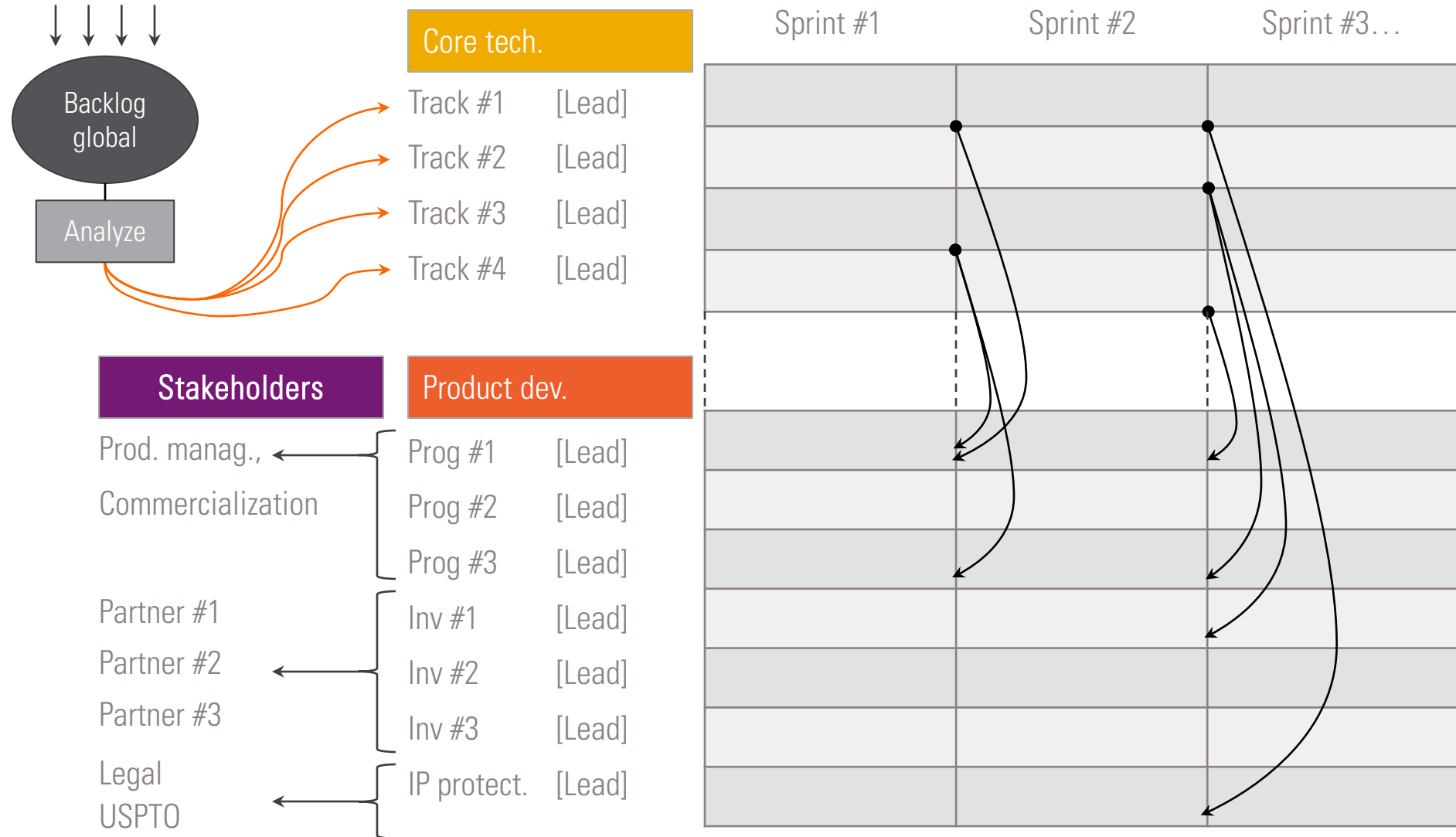
AGILE METHODOLOGY



APPLYING AGILE METHODOLOGY TO INNOVATION



AGILE INSPIRED R&D PROCESS



THANK YOU