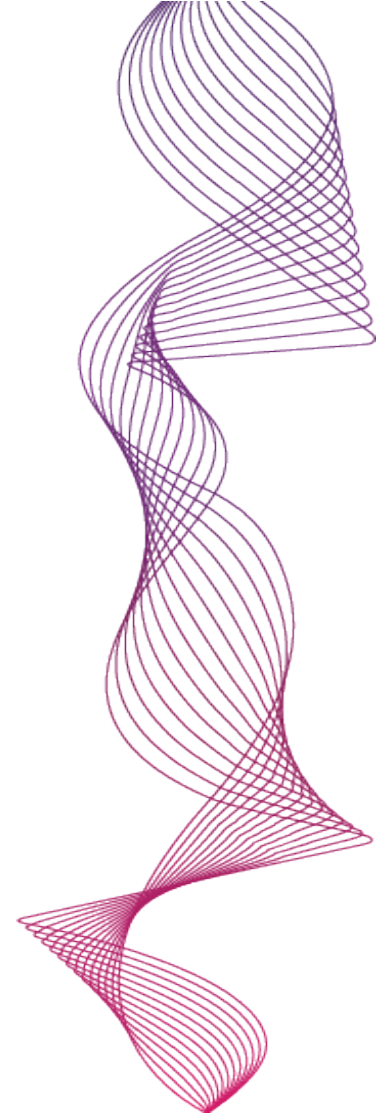




# DAB+ and the Connected Car

Paris – European Radio Show

21 January 2019



# XPERI Overview

Headquarters

San Jose, California, USA (Silicon Valley)

Global

27 office locations worldwide

Diverse Technology  
Portfolio

IC packaging and interconnect, audio, imaging, connected radio

Innovative Talent

~700 employees, 450+ engineers, 30 PhDs with history of developing transformational technology

IP Portfolio

Robust patent portfolio with more than 4,000 issued patents

Expansive Footprint

Solutions licensed in more than 100 Billion devices worldwide

# XPERI

Where You Will Find Xperi

## Portfolio of Trusted Brands



Audio Technology Solutions



Imaging and Computer Vision Solutions



Automotive Audio, Data, Digital Radio, Connected Radio, Broadcast Solutions



Semiconductor and Interconnect Packaging Technology & Solutions



Licensing Semiconductor Intellectual Property

# DTS AUTOMOTIVE FOOTPRINT

## AUTOMOTIVE MANUFACTURERES



## TIER 1 SUPPLIERS



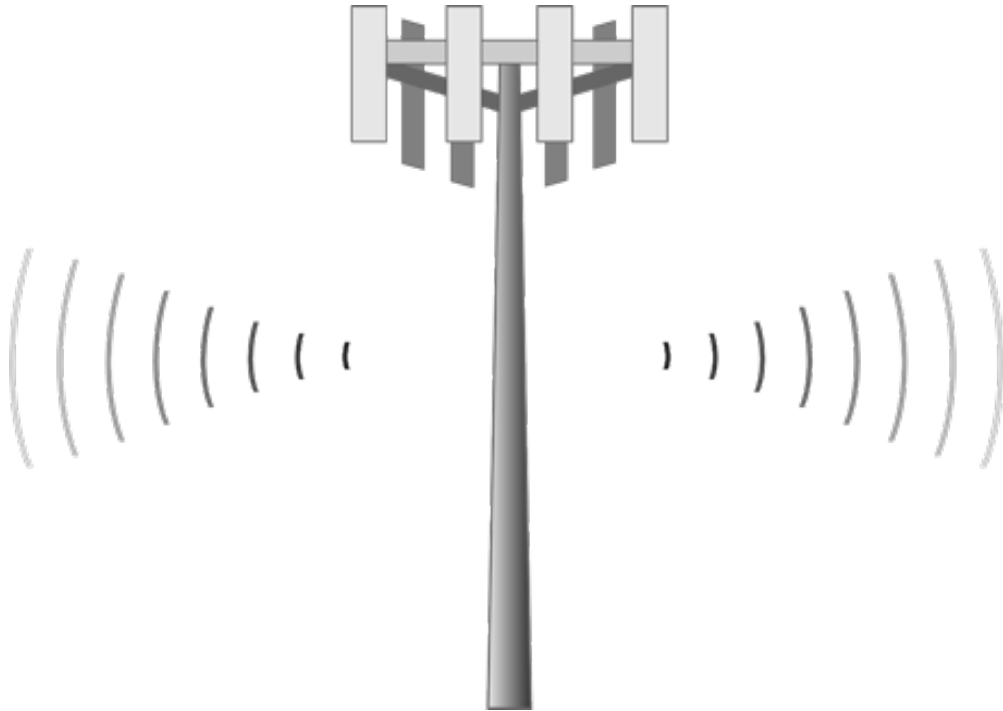


# Worth protecting – DAB+ Tuner Module



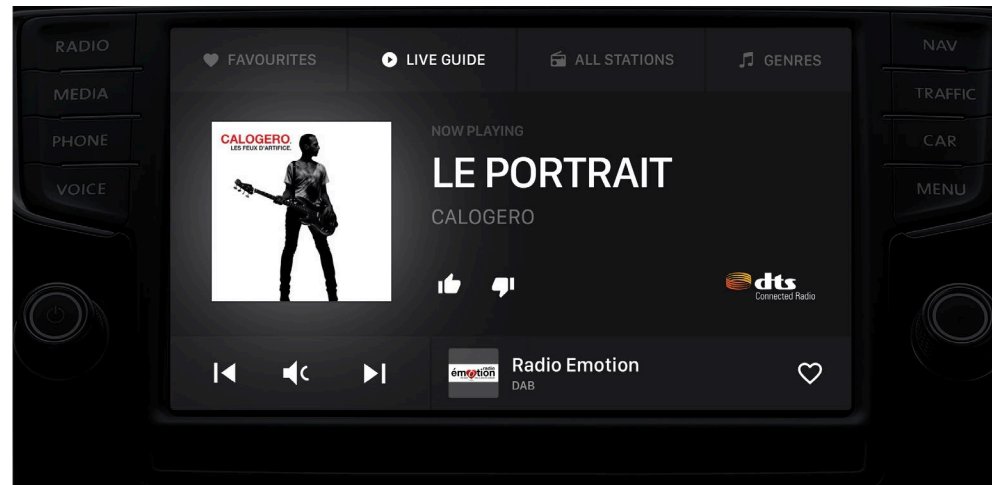
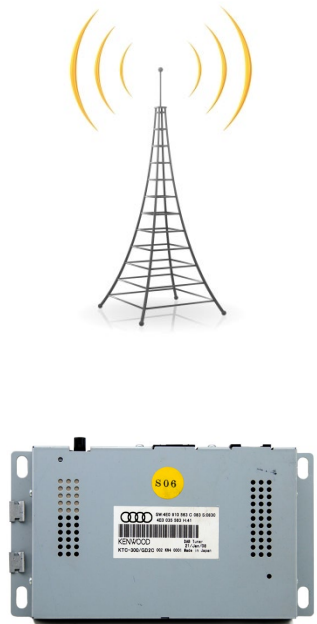
# Because this is coming – Wireless Module

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# Combined Broadcast & IP

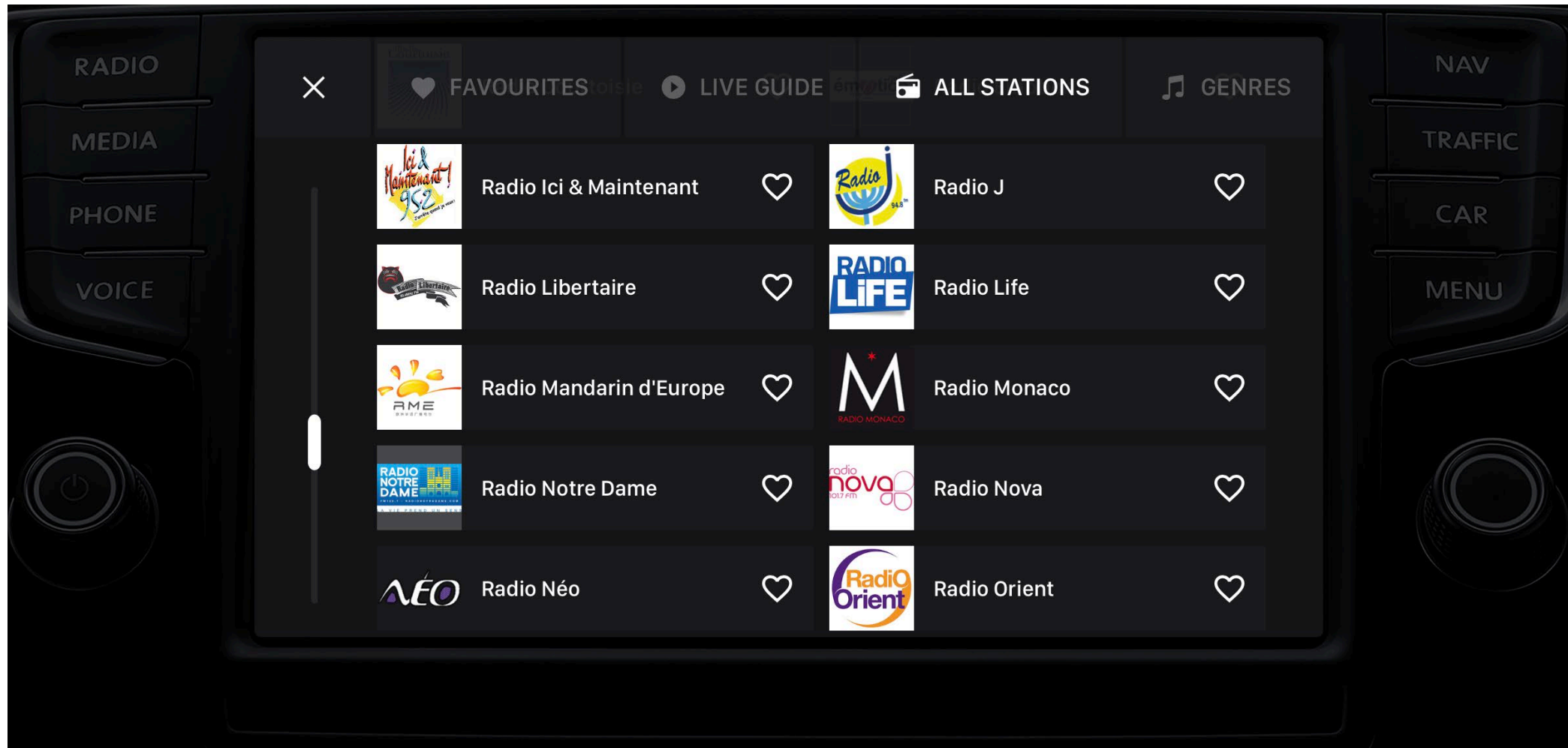
## ***BROADCAST & IP = Rich Engagement***



# Connected Platforms Provide Unique Opportunities



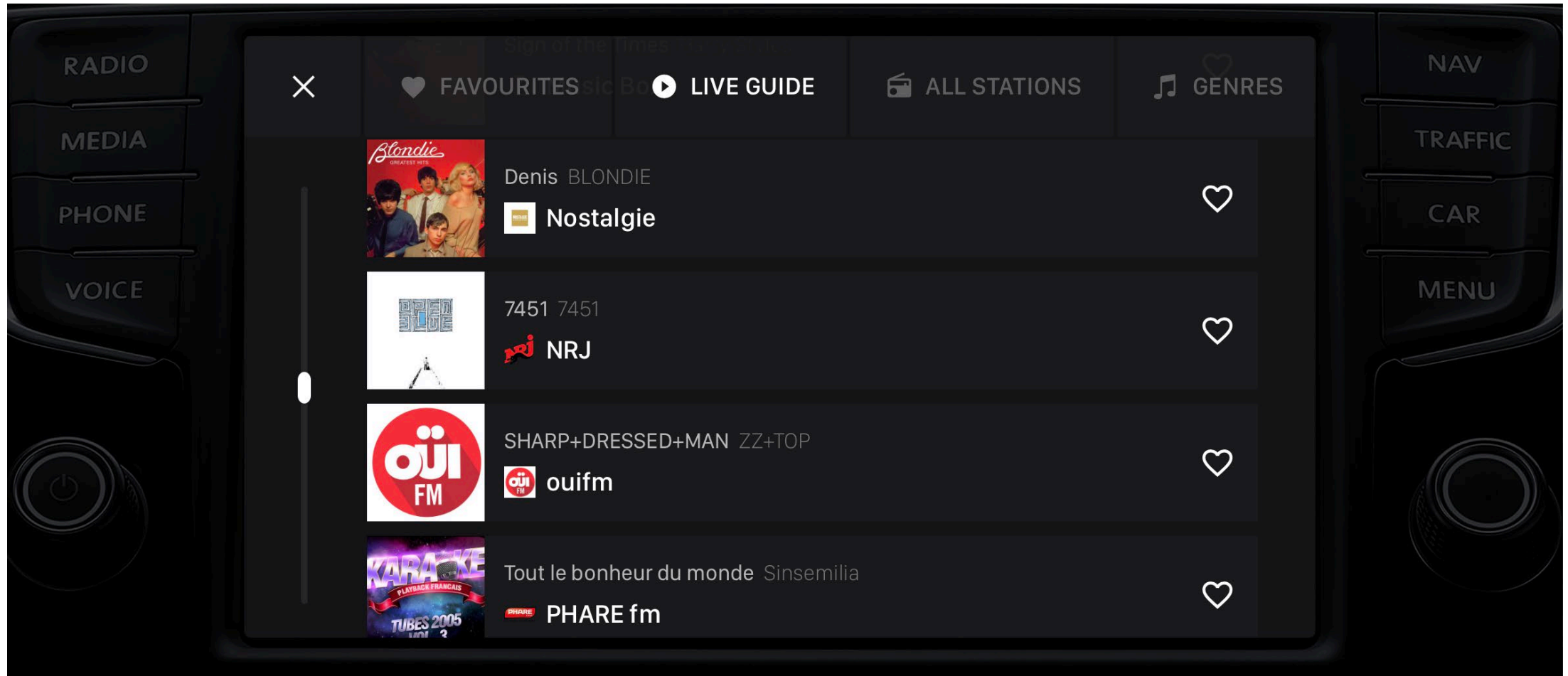
## *BROADCAST & IP = Enhanced Discovery*



# Connected Platforms Provide Unique Opportunities



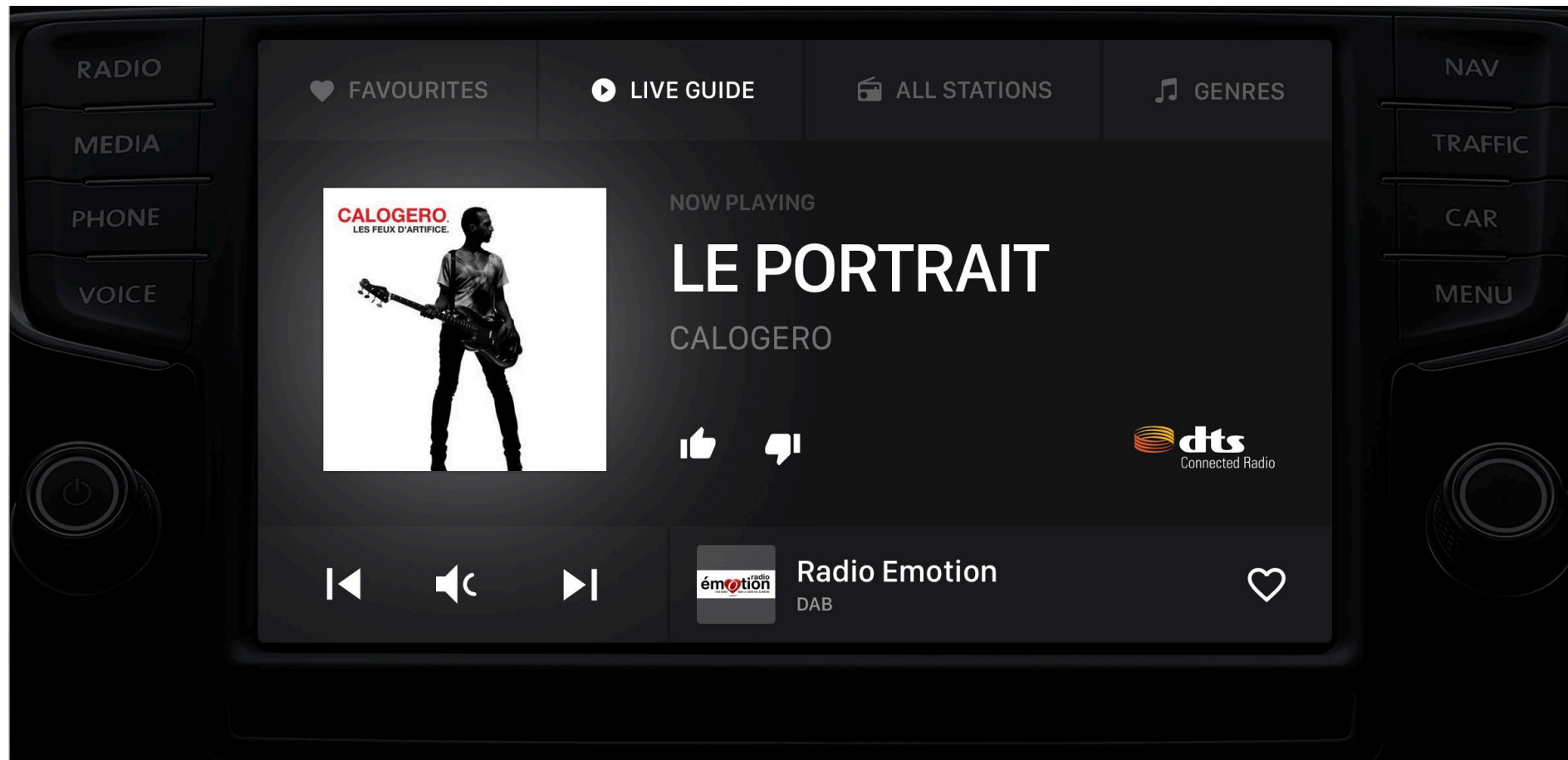
## BROADCAST & IP = Live Guide



# Connected Platforms Provide Unique Opportunities



## *BROADCAST & IP = Rich Engagement*



# One Car Company's Requirements for Connected Radio



## Automotive Requirements



***280+ Functional & Performance Requirements***



***System, Content and Network Security***



***Coverage in 68 countries***



***Product Development & Certification Support***



***Support for all Broadcast Frequencies***



***Field & Bench Test Support***



***GDPR & OEM Privacy Compliance***



***Service Support and Issue Resolution***



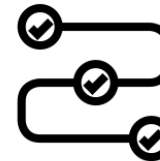
# Connected Radio Keeps Broadcasters in Control



## Broadcaster Expectations



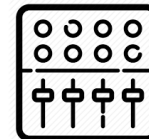
*Editorial Control*



*Limited Impact on Workflow*



*Content Integrity*



*Limited Impact on Production*



*Content Protection*



*Speed to Market*



*Enhanced Listener Insights and Metrics*



*Enhance Radio's Prominence*



# Leveraging Existing Platforms for Content/Service



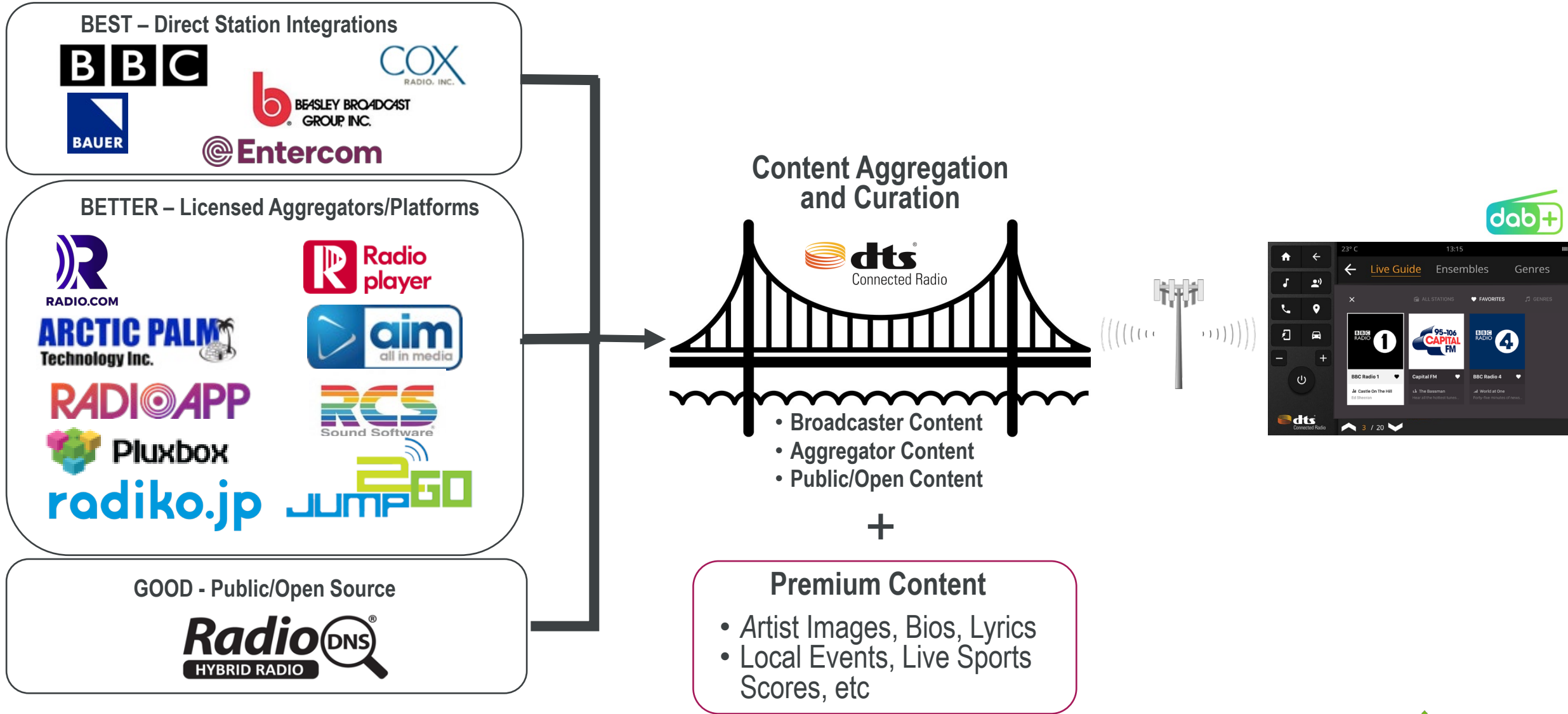
Broadcast content and information from over 20+ sources

# Xperi's Content Aggregation Approach

Leverage all available content sources – ensure broadcast control



# Ensuring Broadcaster Control & Meeting OEM Requirements



# Broadcaster Collaboration



September, 2018

FOR IMMEDIATE RELEASE



## XPERI and the BBC Collaborate to Enhance In-Car Radio Listening Experience

*Companies to trial content, services and advanced user interfaces for next generation of global connected cars with DTS Connected Radio technology*

CALABASAS, Calif. (Sept 25, 2018) – Xperi Corporation (Nasdaq: XPER) (“Xperi”), is pleased to announce an agreement between its wholly owned subsidiary, DTS, a global leader in high-definition audio solutions, and BBC Radio, to run a hybrid radio trial for 18 months. Under terms of the agreement, the UK public service broadcaster will provide content directly into the DTS® Connected Radio™ platform. This trial will allow the refining of system operations, support on-going global automotive field testing and product development of hybrid radio, and validate the implementation and listener experience in connected analog and DAB equipped radios.

“The BBC is arguably the leading radio broadcaster in the world, with a rich history of innovation to ensure their audience has the best experience technology can offer,” said Jeff Jury, general manager, Automotive at Xperi. “As cars become more and more connected, broadcast radio has a unique opportunity to leverage that connectivity to enhance the broadcast radio experience. They have been instrumental in leading the growth to DAB, we are pleased to work with them to enrich our DTS Connected Radio offering to ensure the next generation of connected DAB radios remain the dominant audio choice in cars.”

“The BBC has a long history of supporting emerging technologies and services related to our content,” said Bob Shennan, director of radio and music at the BBC. “The world of content distribution is rapidly changing, and we believe that audiences and radio are best served by a mixed economy; we also need to protect radio in the car and ensure it is able to thrive in the hybrid world of the connected dashboard.”

Utilizing an IP connection installed in a vehicle, DTS Connected Radio delivers an innovative analog FM and digital (DAB and HD Radio®) experience by pairing broadcast programming with IP-delivered content. DTS Connected Radio aggregates metadata, such as on-air radio program and talent information, artist and song information, station contact information and more, directly from broadcasters around the world to deliver an enhanced in-vehicle radio experience.

For more information about the DTS automotive business, please visit [www.xperi.com/futureofauto](http://www.xperi.com/futureofauto) or [www.dts.com](http://www.dts.com). Connect with DTS on [Facebook](#), [Twitter](#) (@DTS) and [Instagram](#) (@DTS).

### About Xperi Corporation

Xperi Corporation (Nasdaq: XPER) and its brands, DTS, FotoNation, HD Radio, Invenas and Tessera, are dedicated to creating innovative technology solutions that enable extraordinary experiences for people around the world. Xperi's solutions are licensed by hundreds of leading global partners and have shipped in billions of products in areas including premium audio, automotive, broadcast, computational imaging, computer vision, mobile computing and

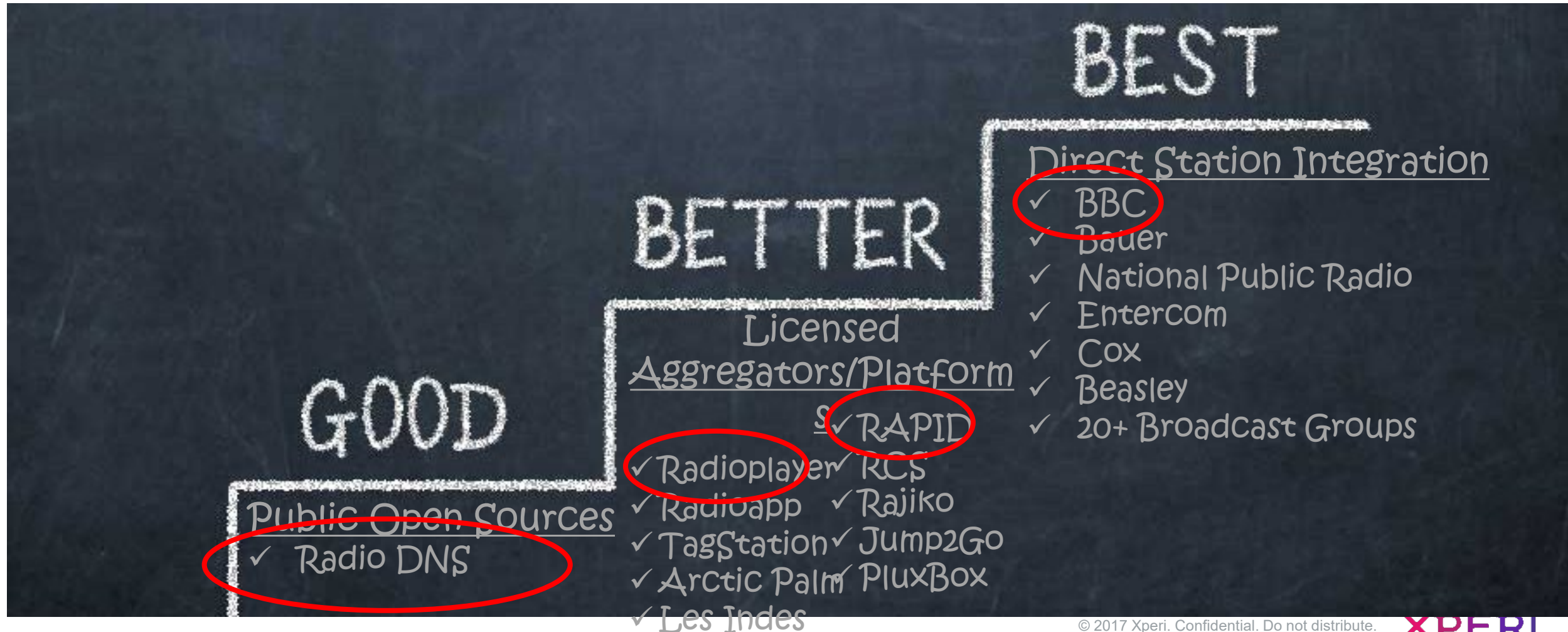
XPERI



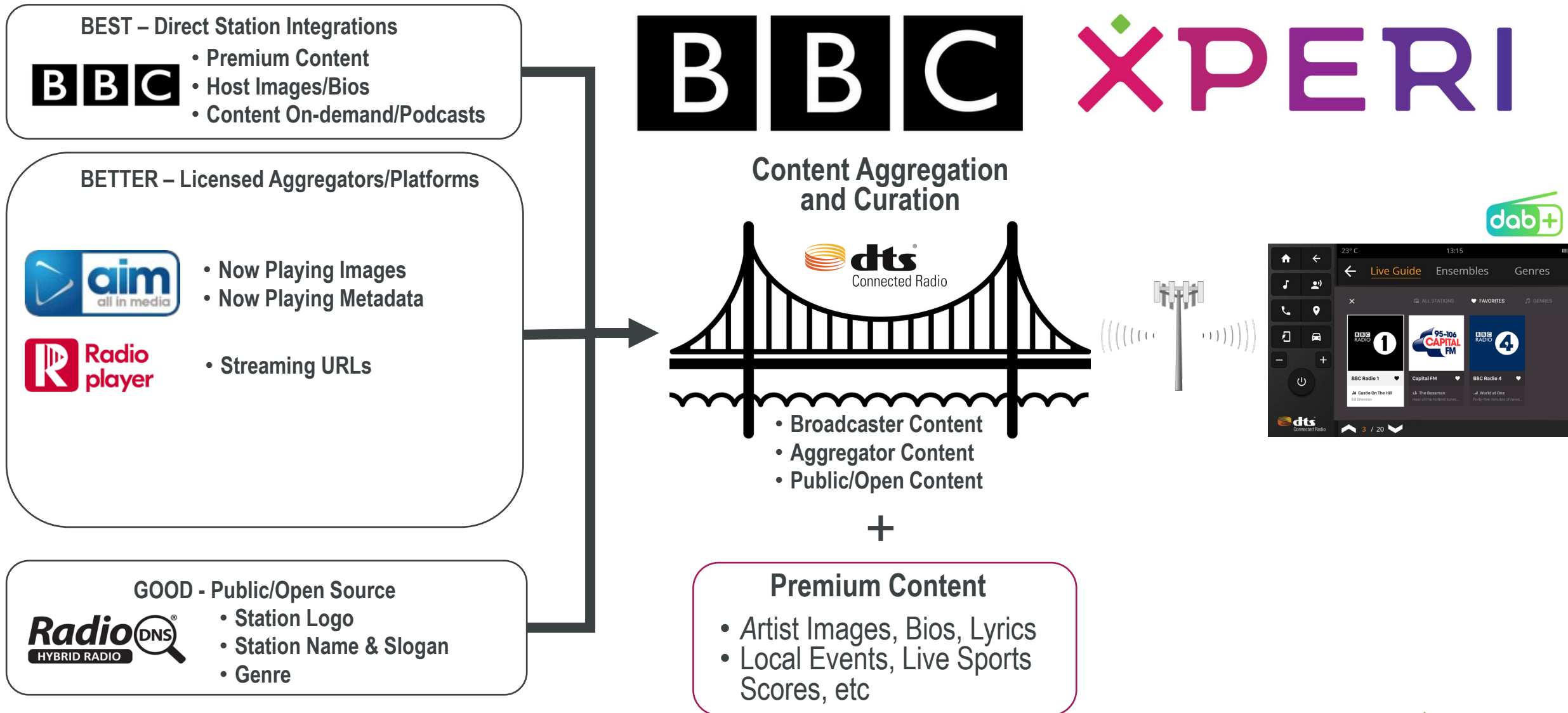


# Xperi's Content Aggregation Approach

Leverage all available content sources – ensure broadcast control



# BBC Maintains Editorial Control, Content Protection & Efficiency



# BBC Maintains Editorial Control, Content Protection & Efficiency

