

Wireless Speaker and Audio (WiSA™) Association Welcomes Xbox as Newest Member

SAN FRANCISCO (October 23, 2017)– The Wireless Speaker and Audio (WiSA) Association, an industry group dedicated to bringing high resolution, wireless, multi-channel audio products to the home theater market, announces video gaming brand Xbox as its newest member. This summer, Xbox marked a significant milestone with its unveiling of the world's most powerful console, Xbox One X, and its largest and most diverse games lineup in history.

WiSA Association welcomes Xbox as its first video gaming brand making it part of the wireless multi-channel audio movement, putting it in a unique position of direct access to current member brands with the goal of delivering simple yet powerful audio solutions. Creating an immersive audio experience that sets-up in minutes through the integration of WiSA technology will place gamers in the center of the action easier than ever before and create an entirely new and elevated gaming experience.

“We are excited to welcome Xbox and have them work alongside our speaker brand members to increase the in-market system offerings that can be created through the interoperability of WiSA technology,” said Tony Ostrom, President of WiSA. “Xbox delivers a fantastic gaming experience with premier audio alongside a significant amount of content into the homes of consumers, including TV shows, movies and music. Together, we can create simple high-performance audio solutions through the integration of high definition wireless audio for all Xbox fans.”

WiSA's innovative technology improves the gaming experience by allowing gamers to create any level of audio system they desire and grow that system's capabilities over time. WiSA eliminates the complicated set-up and wiring of traditional audio systems by utilizing cutting-edge wireless technology to create powerful and reliable audio systems that boast uninterrupted listening. WiSA's interoperability testing means that users can feel confident that all WiSA certified components from all brands will work perfectly together. WiSA also ensures multi-channel transmission of low-latency, high-definition audio, dramatically increasing the enjoyment of gaming, movies, TV and music.

The WiSA Association consists of more than 30 member brands, including the world's top manufacturers and resellers of audio products, who remain devoted to developing and promoting the adoption of WiSA-certified products worldwide. Together, WiSA and its members deliver unmatched performance and ease of use in the home theater industry.

For more information about the WiSA Association, please visit www.wisaassociation.org.
###

About the Wireless Speaker and Audio (WiSA) Association

Established in 2011 and headquartered in San Francisco, California, the Wireless Speaker & Audio (WiSA) Association is an industry group dedicated to bringing the industry's only fully interoperable, high resolution, multi-channel wireless audio capability to consumer and professional products. The Association is responsible for developing technical specifications, performing interoperability compliance testing of WiSA-certified products, supporting members with marketing campaigns and promoting the broad adoption of WiSA product interoperability. For more information about the WiSA Association, visit www.wisaassociation.org.