

# WiSA Technologies Demonstrates Patented Web 3.0 Innovations at CES 2025

*Industry Firsts on display include virtual Digital Twins Studio, Next-Generation Acoustic Mobile Response, Holograms, and Transformative Data Driven Experiences*

LAS VEGAS--(BUSINESS WIRE)-- WiSA Technologies, Inc., which closed its purchase of Datavault and ADIO IP and IT assets, and is leading the way in data visualization, valuation, and monetization, furthers its commercialization strategy and is poised to redefine the technology landscape at CES 2025 with a showcase of its patented innovations in data valuation, data monetization, the creation of AI enabled digital twins, acoustic mobile response technology, data driven holograms, and immersive audio technology experiences. These technologies, presented at key venues across Las Vegas, demonstrate the powerful and new Web 3.0 that will transform how entire industries will engage with data, entertainment, and interactive media.

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<https://www.businesswire.com/news/home/20250107642377/en/>

## Visit Data Vault at CES 2025

- **Digital Twin Studio:** Datavault and Full Circle Studios partner to open industry first Twiinstitute a permanent studio location adjacent to the Wynn and Encore resorts featuring “The Digital Twin at the Wynn”, a service that creates virtual digital twins and individualized voice fonts for next generation name image likeness (NIL) monetization and hundreds of others digital twin applications. The facility will be the only Datavault licensed facility, and the new multimillion dollar facility will be open for preview for CES 2025. It is located at Full Circle Studios at 2810 South Maryland Parkway, Suite C.
- **ADIO Demonstrations:** Fintech TV Broadcasting, Fontainebleau Las Vegas
- **WiSA Technologies:** Venetian Hotel, Suite 337
- **DVHolo:** Cantor Fitzgerald reception on Wednesday evening at Fontainebleau Las Vegas

For more information on the demonstrations, email Sonia Choi ([sonia@thedqb.com](mailto:sonia@thedqb.com))

## Building a portfolio of innovative IP and advanced technologies, to unlock new revenue streams

“From empowering individuals with digital twins to enhancing broadcasts with ADIO and transforming engagement through holography, our solutions reflect a commitment to pushing the boundaries of what technology can achieve,” said Nathan Bradley, CEO of WiSA Technologies. “By combining disparate visual, audio, personalization, data aggregation, and strategy-based automation intelligence technologies, Data Vault is pioneering an entirely new way to visualize and present data, unlocking commercial opportunities across a wide range of industries. At the core of these demonstrations is our commitment to monetizing

new, cutting-edge technologies and showcasing their potential to revolutionize industries globally.”

### **Create Your Digital Twin at Data Vault’s CES Studio**

Located adjacent to the Wynn Hotel, Data Vault’s Twainstitute will offer CES attendees the opportunity to create personalized digital twins. This technology enables lifelike 3D replicas for use in diverse industries, including education, entertainment, collegiate NIL and modeling.

The digital twinning market is rapidly growing, with a projected value of \$131 billion by 2030 with a CAGR of 40.1%<sup>1</sup>, driven by its applications in creating virtual identities for college students, actors, and models. From enhancing online auditions to personalizing virtual learning environments, digital twins open a world of possibilities for both professional and personal development.

### **ADIO Technology: The Future of Inaudible Audio Tones**

Data Vault will demonstrate its ADIO technology during the CES broadcasting of Fintech TV at the Fontainebleau Hotel. By embedding inaudible tones into broadcasts, ADIO technology creates seamless, interactive user experiences without disrupting content.

Inaudible tone technology, such as ADIO's solutions, offers innovative methods for advertisers to engage audiences by embedding data within audio content without disrupting the listening experience. This approach enhances interactivity and personalization in advertising campaigns, aligning with the increasing demand for immersive and targeted audio experiences. As the audio advertising sector continues to expand, technologies that provide seamless and non-intrusive methods of audience engagement are likely to play a pivotal role in shaping the future of advertising strategies.

### **DVHolo: A New Dimension in Holographic Experiences**

Data Vault’s DVHolo technology will take center stage at the Wynn Hotel, showcasing next-generation holographic projections that redefine immersive media. With applications spanning live events, advertising and promotion, virtual meetings, and entertainment, DVHolo merges high-fidelity visuals with real-time interaction.

By 2032, the global holographic display market is expected to reach over \$23 billion, growing at a CAGR of over 20% from its market value of \$3.3 billion in 2023.<sup>2</sup> DVHolo positions Data Vault as a leader in this transformative space, enabling businesses to deliver unforgettable, interactive experiences.

### **WiSA Technologies: Immerse Yourself in Wireless Audio Innovation**

In their technology suite 337 at the Venetian, WiSA Technologies will offer CES attendees an exclusive opportunity to experience cutting-edge wireless audio solutions in action. Demonstrating seamless integration across home entertainment systems, WiSA’s technology delivers exceptional sound quality and robust connectivity, setting a new standard for wireless audio experiences.

The wireless audio market is projected to grow significantly, with an estimated value exceeding \$153 billion by 2030 at a CAGR of 17.3%<sup>3</sup>. Discover how WiSA's solutions can redefine the listening experience, whether for immersive movie nights, dynamic gaming sessions, or high-fidelity music playback.

### **About WiSA Technologies, Inc.**

On December 31, 2024, WiSA Technologies, Inc. closed its acquisition of Datavault® and ADIO® intellectual property and information technology assets of privately held Data Vault Holdings Inc.® and will be changing its name to Datavault Inc. and ticker symbol to ADIO in January 2025. Data Vault Holdings Inc. is a technology holding company that provides a proprietary, cloud-based platform for the delivery of blockchain objects. Data Vault Holdings Inc. provides businesses with the tools to monetize data assets securely over its Information Data Exchange® (IDE). Learn more about Data Vault Holdings Inc. at [www.datavaultsite.com](http://www.datavaultsite.com).

### **About ADIO**

ADIO is a pioneer in inaudible tone technology, delivering cutting-edge solutions that seamlessly integrate data transmission into audio content. By enabling interactive, secure, and non-intrusive user experiences, ADIO's technology is transforming industries such as advertising, broadcasting, and consumer engagement. Learn more about ADIO at [www.datavaultsite.com](http://www.datavaultsite.com).

### **About DVHolo**

DVHolo is at the forefront of next-generation holographic technology, offering high-fidelity, real-time holographic experiences that transform engagement across live events, virtual meetings, and entertainment. In partnership with HYPERVISION, DVHolo delivers cutting-edge solutions that bring immersive media to life, setting a new standard in holography. Learn more about DVHolo at [www.datavaultsite.com](http://www.datavaultsite.com).

### **About Digital Twinning by Data Vault**

Digital Twinning by Data Vault enables the creation of lifelike 3D replicas for individuals and businesses, empowering users to explore dynamic applications in education, entertainment, modeling, and beyond. As a leader in this innovative field, Data Vault integrates advanced digital twinning technology with its robust data management platforms, providing a seamless and immersive solution tailored to modern demands. Learn more about Digital Twinning at [www.datavaultsite.com](http://www.datavaultsite.com).

### **Cautionary Note Regarding Forward-Looking Statements**

This press release of WiSA Technologies contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements, include, among others, the Company's expectations with respect to the completed asset purchase (the "Asset Purchase"), including statements regarding the benefits of the Asset Purchase, the implied valuation of the Company, the products offered by the Company and the markets in which it operates, and the Company's projected future

results and market opportunities, as well as information with respect to WiSA's future operating results and business strategy. Readers are cautioned not to place undue reliance on these forward-looking statements. Actual results may differ materially from those indicated by these forward-looking statements as a result of a variety of factors, including, but not limited to: (i) risks and uncertainties impacting WiSA's business including, risks related to its current liquidity position and the need to obtain additional financing to support ongoing operations, WiSA's ability to continue as a going concern, WiSA's ability to maintain the listing of its common stock on Nasdaq, WiSA's ability to predict the timing of design wins entering production and the potential future revenue associated with design wins, WiSA's ability to predict its rate of growth, WiSA's ability to predict customer demand for existing and future products and to secure adequate manufacturing capacity, consumer demand conditions affecting WiSA's customers' end markets, WiSA's ability to hire, retain and motivate employees, the effects of competition on WiSA's business, including price competition, technological, regulatory and legal developments, developments in the economy and financial markets, and potential harm caused by software defects, computer viruses and development delays, (ii) , risks related to WiSA's ability to realize some or all of the anticipated benefits from the Asset Purchase, any risks that may adversely affect the business, financial condition and results of operations of WiSA after the completion of the Asset Purchase, including but not limited to cybersecurity risks, the potential for AI design and usage errors, risks related to regulatory compliance and costs, potential harm caused by data privacy breaches, digital business interruption and geopolitical risks, and (iii) other risks as set forth from time to time in WiSA's filings with the U.S. Securities and Exchange Commission. The information in this press release is as of the date hereof and neither the Company nor Datavault undertakes any obligation to update such information unless required to do so by law. The reader is cautioned not to place under reliance on forward looking statements. The Company does not give any assurance that the Company will achieve its expectations.

1 "Digital Twin Market By Enterprise", Strategic Market Research, July, 2022,  
[https://www.strategicmarketresearch.com/market-report/digital-twin-market?utm\\_source=chatgpt.com](https://www.strategicmarketresearch.com/market-report/digital-twin-market?utm_source=chatgpt.com)

2 "Holographic Display Market Size – Trends Report, 2032," Global Market Insights,  
<https://www.gminsights.com/industry-analysis/holographic-display-market>

3 Global Wireless Audio Device Market By Type, December 2024," Verified Market Reports,  
<https://www.verifiedmarketreports.com/product/wireless-audio-device-market/>

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