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# Datavault AI CEO Nathaniel Bradley to Speak at Beyond Expo 2025 on AI Agents and NIL Monetization

NIL Market Forecast to Surpass \$2.55 Billion by 2026 as Datavault AI Activates Athlete Data Across Education, Sports and Media via AI-Powered Tokenization and Smart Contracts

BEAVERTON, Ore.--(BUSINESS WIRE)-- Datavault AI Inc. (NASDAQ: DVLT), leading the way in AI data experience, valuation and monetization, today announced that its Chief Executive Officer Nathaniel Bradley will speak at Beyond Expo 2025 in Macau, China, on May 24. The conference, often referred to as the CES of Asia, is Asia's leading consumer technology innovation conference and convenes senior executives and decision-makers from leading technology companies, enterprises and investment firms. Mr. Bradley will participate in the Sports Technology panel taking place at 10:30 am local time, focusing on how Datavault AI is leveraging its patented AI-powered tools like ADIO® and DVHOLO™'s live audience engagement technology and converting athlete NIL data into secure, revenue-generating assets through its **VerifyU™** system that allows for real-time NIL token minting and secure monetization through its Information Data Exchange® (IDE).

**According to the latest Opendorse report, the NIL market is forecast to exceed \$2.55 billion by mid-2026<sup>1</sup>**, fueled by athlete-led asset creation, commercial licensing and performance-based compensation systems. With over 150,000 transactions analyzed across the NCAA ecosystem, the trend highlights a shift toward digital NIL activations where tokenization, automated valuation and resale royalties are increasingly driving revenue. "Brands and platforms capable of managing NIL rights with speed, transparency and scale are now becoming central to how athletic departments and collectives approach long-term monetization," commented Mr. Bradley.

At Beyond Expo, Mr. Bradley will spotlight how Datavault AI's patented platform is enabling scalable NIL monetization. Through its **VerifyU™** system, the company supports real-time NIL token minting tied to performance and credentialed data, and now can use this infrastructure to issue NIL tokens backed by academic records, athletic stats and smart contract governance. The ability to mint digital trophies and memorabilia with built-in royalty.

Beyond NIL, Datavault AI's ADIO® and DVHOLO™ technologies have been deployed at high-profile events, including NFL Alumni programs during Draft Week and Super Bowl activations, where they delivered real-time audience interaction, health messaging and content access through inaudible mobile triggers.

"The global NIL market has matured rapidly, but the infrastructure behind it hasn't kept pace," Mr. Bradley said. "We've created the engine that turns athlete data into trackable, monetizable assets with built-in compliance, dynamic valuation and cross-platform portability. At Beyond Expo, we'll show how this infrastructure is already in use and

generating tangible returns.”

Datavault AI's model departs from traditional NIL marketplaces by offering athletes, institutions and sponsors access to a complete monetization stack: valuation engines, minting utilities, smart contract automation and a compliant resale environment. With its patented tokenomics and licensing framework, the company enables long-tail NIL monetization without dependency on donor collectives or third-party agents.

Datavault AI is building essential infrastructure for the NIL economy, with active deployments across Division I athletics, youth development programs and media-led marketplaces. Its platform supports performance valuation, royalty automation, tokenized credentials and compliant resale—all within a single system built to convert athlete data and audience interaction into license-based and transactional revenue. Beyond Expo brings together stakeholders aligned with Datavault AI's technology, making it a strategic venue to show how these systems are being applied to commercial use across sports and entertainment.

### **About Datavault AI Inc.**

Datavault AI<sup>2</sup> (Nasdaq: DVLТ) is leading the way in AI experience, valuation and monetization of assets in the Web 3.0 environment. The company's cloud-based platform provides comprehensive solutions with a collaborative focus in its Acoustic Science and Data Science Divisions. Datavault AI's Acoustic Science Division features WiSA®, ADIO® and Sumerian® patented technologies and industry-first foundational spatial and multichannel wireless HD sound transmission technologies with IP covering audio timing, synchronization and multichannel interference cancellation. The Data Science Division leverages the power of Web 3.0 and high-performance computing to provide solutions for experiential data perception, valuation and secure monetization. Datavault AI's agentic platform serves multiple industries through patented DataValue®, DataScore® and Data Vault Bank®, including HPC software licensing for sports & entertainment, events & venues, biotech, education, fintech, real estate, healthcare, energy and more. The Information Data Exchange® (IDE) enables Digital Twins, licensing of name, image and likeness (NIL) by securely attaching physical, real-world objects to immutable metadata objects, fostering responsible AI with integrity. Datavault AI's technology suite is completely customizable and offers AI and Machine Learning (ML) automation, third-party integration, detailed analytics and data, marketing automation and advertising monitoring. The company is headquartered in Beaverton, OR. Learn more about Datavault AI at [www.dvlt.ai](http://www.dvlt.ai).

### **About Beyond Expo**

The BEYOND International Technology Innovation Expo (BEYOND EXPO) is Asia's premier technology platform dedicated to "Empowering Asia, Bridging the World." Since its inception in 2021, BEYOND EXPO has not only highlighted groundbreaking innovations but has also served as a catalyst for driving industry-wide transformation across the region and beyond. Drawing participation from Fortune 500 companies, global enterprises, unicorns and high-potential startups, BEYOND EXPO fosters an environment where ideas flourish, partnerships form and industries evolve. With a dynamic blend of expos, summits and exclusive engagements, BEYOND EXPO shapes the future of technology by creating a thriving ecosystem that accelerates innovation throughout Asia and beyond. Learn more at [www.beyondexpo.com](http://www.beyondexpo.com).

## Forward Looking Statements Disclaimer

This press release contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, as amended, and other securities laws. Words such as “expect,” “will,” “anticipates,” “estimates” and variations of such words and similar future or conditional expressions are intended to identify forward-looking statements. Such forward-looking statements, including statements herein regarding our business opportunities and prospects, strategy, future revenue expectations, licensing initiatives, recent funding and M&A activities as well as our plans to integrate acquired businesses and technologies, are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. 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 various risks and uncertainties including, but not limited to, the following: the risk that we are unable to satisfy all closing conditions in connection with the acquisition of certain assets from CSI; our ability to successfully integrate all IP that we have acquired; risks regarding our ability to utilize the assets we acquire to successfully grow our market share; risks regarding our ability to open up new revenue streams as a result of the various agreements we have entered into and assets we have acquired; our current liquidity position and the need to obtain additional financing to support ongoing operations; general market, economic and other conditions; our ability to continue as a going concern; our ability to maintain the listing of our common stock on Nasdaq; our ability to manage costs and execute on our operational and budget plans; our ability to achieve our financial goals; the degree to which our licensees implement the licensed technology into their products, if at all; the timeline to any such implementation; risks related to technology innovation and intellectual property, and other risks as more fully described in our filings with the U.S. Securities and Exchange Commission. The information in this press release is provided only as of the date of this press release, and we undertake no obligation to update any forward-looking statements contained in this communication based on new information, future events, or otherwise, except as required by law.

<sup>1</sup> Opendorse: <https://biz.opendorse.com/wp-content/uploads/2024/07/NIL-AT-3-The-Annual-Opendorse-Report-1.pdf>

<sup>2</sup> Formerly known as WiSA Technologies, Inc.

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