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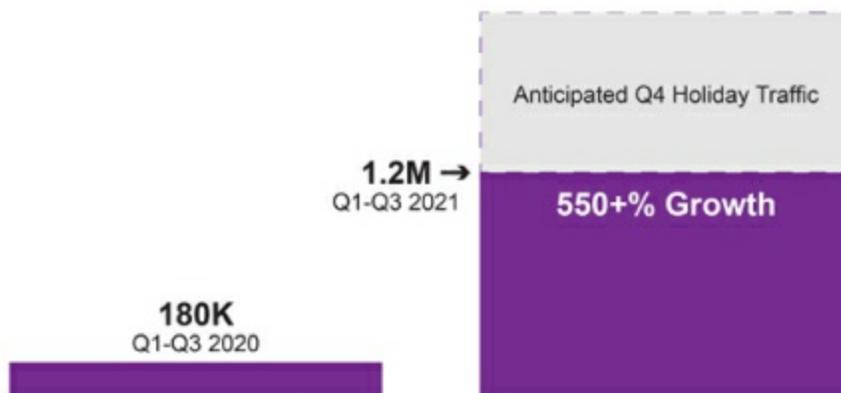
# WiSA Wave Engages and Educates 1.2 Million Consumers in the First Three Quarters of 2021, 550+% Increase Over 2020

*Expecting holiday traffic surge of more than 800,000 visitors; WiSA sharing analytics with retail partners to drive consumer awareness and promote savings opportunities*

SAN JOSE, Calif.--(BUSINESS WIRE)-- [WiSA® LLC](#), founded by Summit Wireless Technologies (NASDAQ: WISA), today announced continued exceptional website traffic growth and wireless home cinema category exposure driven by the WiSA Wave Marketing Program. The program has been in motion for one year as of September 2021 and provides Association members and retail partners access to WiSA's analytics and growing consumer database. It also gives them the ability to create customized campaigns to deliver the latest product news and opportunities to a large and growing number of educated and in-market audio enthusiasts.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211011005153/en/>

## WiSA Wave Web Traffic Growth Q1-Q3 2020 vs 2021



Approximately 1.2 million consumers were exposed to and educated by WiSA in the first three quarters of 2021. (Graphic: Business Wire)

WiSA Wave has shown significant web traffic growth in the first three quarters of 2021 when compared to the same time period one year ago. Approximately 1.2 million consumers were exposed to and educated by WiSA in the first three quarters of 2021 versus just under 176,000 over the same time period in 2020, representing a 550+% increase.

As a key benefit to being a WiSA Certified™ retailer, WiSA is now utilizing the WiSA Wave data analytics to work directly with retailer partners to promote WiSA Certified products and

complete system solutions to in-market consumers who have shown interest in the wireless home cinema category.

“We are very excited with the continued consumer desire to learn more about WiSA as well as the associated growing awareness of the wireless cinema category and the products that make it a driving force in the future of home entertainment,” said Tony Ostrom, President of WiSA Association. “The WiSA Wave Marketing Program is also showing significant value as a tool for retailers to connect in-market consumers to their channels offering WiSA products and complete home cinema systems.”

More than 40 leading retailers including Amazon, B&H Photo-Video, Beach Camera, BrandsMart, Crutchfield, Electronic Express, Focus Camera, Huppins, Touch of Modern, and Walt's TV are supporting the wireless home cinema category by offering WiSA Certified speakers and transmitters and WiSA Ready TVs and projectors. WiSA, retailers and brands will continue to work together and utilize WiSA Wave Marketing analytics to drive category growth.

### **About WiSA, LLC**

WiSA<sup>®</sup>, the Wireless Speaker and Audio Association, is a consumer electronics consortium dedicated to creating an interoperability standard utilized by leading brands and manufacturers to deliver immersive sound via intelligent devices. WiSA Certified<sup>™</sup> components from any member brand can be combined to dramatically increase the enjoyment of movies and video, music, sports, gaming/esports, and more. WiSA also combines robust, high definition, multi-channel, low latency surround sound with the simple setup of a soundbar. For more information about WiSA, please visit: [www.wisaassociation.org](http://www.wisaassociation.org).

### **About Summit Wireless Technologies, Inc.**

Summit Wireless Technologies, Inc. (NASDAQ: WISA) is a leading provider of immersive, wireless sound technology for intelligent devices and next-generation home entertainment systems. Working with leading CE brands and manufacturers such as Harman International, a division of Samsung, LG Electronics, Hisense, Toshiba, Klipsch, Bang & Olufsen, Onkyo, and others. Summit Wireless delivers seamless, dynamic audio experiences for high-definition content, including movies and video, music, sports, gaming/esports, and more. Summit Wireless is a founding member of WiSA, the Wireless Speaker and Audio Association and works in joint partnership to champion the most reliable interoperability standard across the audio industry. Summit Wireless is headquartered in San Jose, CA with sales teams in Taiwan, China, Japan, and Korea. For more information about Summit Wireless Technologies, Inc., please visit: [www.summitwireless.com](http://www.summitwireless.com).

\* WiSA Ready TVs, gaming PCs and console systems are “ready” to transmit audio to WiSA Certified speakers when a WiSA USB Transmitter is plugged in and a user interface is activated through an APP or product design like LG TVs.

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product names are the intellectual property of their respective owners.

### **Safe Harbor Statement**

This press release contains forward-looking statements, which are not historical facts, within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “will,” “would” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. As a result, 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 risks and uncertainties impacting Summit Wireless’ business including, current macroeconomic uncertainties associated with the COVID-19 pandemic, our ability to predict the timing of design wins entering production and the potential future revenue associated with our design wins; our rate of growth; our ability to predict customer demand for our existing and future products and to secure adequate manufacturing capacity; consumer demand conditions affecting our customer’s end markets; our ability to hire, retain and motivate employees; the effects of competition, including price competition; technological, regulatory and legal developments; developments in the economy and financial markets and other risks detailed from time to time in Summit Wireless’ filings with the Securities and Exchange Commission.

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