

WiSA Technologies and Data Vault Holdings' Revolutionary Technologies Showcased at CES 2025 and Highlighted by Forbes

Digital Twins Steal the Show; Inaudible Tone Technology, Holographic Solutions, Immersive Audio, and Web 3.0 Technologies Take Center Stage

LAS VEGAS--(BUSINESS WIRE)-- WiSA Technologies, Inc. (Nasdaq: WISA) today announced CES 2025 was highly successful with WiSA[®] and Datavault[®] brands demonstrating groundbreaking Web 3.0 technologies. Recognition from [Forbes](#) in its "Highlights from CES 2025"¹ underscores the innovations' relevance and industry impact.

CES 2025 Engagement and Impact

- **Industry Recognition:** Forbes noted the **patented innovations are significant** and the tools are designed to simplify how people learn, share, and experience content digitally.
- **Wide Reach:** The WiSA/ADIO[®] booth engaged **approximately 35 companies**, ranging from top-level brands to innovators, fostering partnerships across technology and consumer markets.
- **Key Participation:** **Top-tier professional athletes** explored the impact of holographic digital twin and patented acoustic applications for fan interaction and training.

New Synergies; New Revenue Opportunities

"The response at CES validated our strategy to invest in breakthrough technologies that enhance how businesses monetize and engage with their customers," said Nate Bradley, CEO of WiSA Technologies. "The mention in Forbes¹, alongside other important CES innovations, shows the market's recognition of the immense promise of these technologies. We're confident that these innovations, coupled with the synergies from our acquisition and monetization of Datavault's IP, will open doors to entirely new markets and commercial opportunities."

Brett Moyer, CFO of WiSA Technologies said, *"CES 2025 confirmed the market's readiness for our technology from immersive sound experiences to monetizing digital assets. The future of consumer engagement is here, and we are excited about delivering on the multiple revenue opportunities ahead."*

WiSA and Datavault[®] Brand Exposure at CES 2025

As summarized by Forbes, the innovations focus on secure data sharing, enhanced digital

presence through digital twins, and improved audience engagement.

1. Twinstitute and The Digital Twin at The Wynn

WiSA and Datavault introduced the **Twinstitute**, an industry-first, Datavault-licensed, permanent facility, located adjacent to the Wynn and Encore resorts. Featuring **The Digital Twin at The Wynn**, the studio enables the creation of virtual digital twins and individualized voice fonts for next-generation NIL monetization and hundreds of other applications. The Twinstitute's personalization capabilities generated significant interest among diverse industry leaders.

Market Insight: The digital twin market is projected to reach \$131 billion by 2030², driven by expanding applications in education, entertainment and business.

"The Twinstitute is a powerful merger of the physical and virtual worlds," added Bradley. "The potential of digital twins to personalize and transform industries is enormous."

2. ADIO's Inaudible Audio Tone Broadcasting Create a Buzz

ADIO's inaudible tone broadcasting technology, presented during Fintech TV's CES coverage at Fontainebleau Hotel, drew significant interest from advertisers and broadcasters. Attendees praised its ability to embed interactive elements seamlessly into content, enabling innovative audience engagement without disrupting the experience.

"Customers and partners were thrilled by ADIO's potential to enhance interactivity and personalization in audio advertising," continued Bradley. "This aligns with growing demand for innovative, non-intrusive methods to attract and retain audiences."

3. DVHolo Displays Expand Possibilities in Immersive Media

DVHolo advanced holographic media solution was showcased at the Cantor Fitzgerald reception, demonstrating real-time applications in live events, brand promotions and virtual meetings have the potential to redefine audience interaction and engagement.

Market Insight: 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 2023.³

4. Launch of WiSA E Wireless Audio Platforms

WiSA E unveiled new reference designs and mobile applications:

- **SoundSend E Transmitter** offers Dolby Atmos decoding, HDMI ARC/eARC connectivity and app-based control.
- **Mobile Applications** include WiSA Certification, Express and Connect apps streamline product development, speaker setup and user control.

Market Insight: The wireless audio market is forecasted to reach \$154 billion by 2030 at a CAGR of 17.3%.⁴

"The positive reception to our wireless audio solutions highlights the growing demand for high-fidelity, immersive audio experiences," said Bradley. "Both our inaudible tone and holographic technologies complement immersive audio perfectly, enabling the creation of feature-rich, multisensory experiences that our customers can commercialize across diverse industries."

For more information about WiSA Technologies or the technologies demonstrated at CES 2025, please contact Sonia Choi at sonia@thedqb.com.

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. 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.

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.

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.

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.

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 Forbes, 14 Highlights From CES 2025 In AI, Robots, Glasses, Health And More, January 13, 2025: <https://www.forbes.com/sites/digital-assets/2025/01/13/14-highlights-from-ces-2025-in-ai-robots-glasses-health-and-more/>

² <https://www.strategicmarketresearch.com/market-report/digital-twin-market>

³ <https://www.gminsights.com/industry-analysis/holographic-display-market>

⁴ <https://www.verifiedmarketreports.com/product/wireless-audio-device-market/>

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