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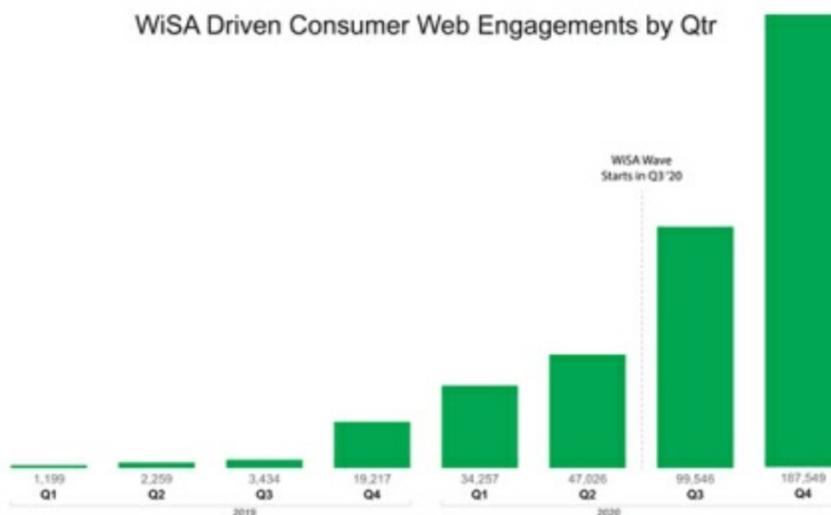


WiSA Wave Marketing Program Results in Record Consumer Traffic and is Expected to Exceed 1 Million Consumers in 2021

Association's tailored campaigns drive qualified shoppers to WiSA member and retailer websites, significantly impact sales of WiSA Certified™ products in wireless home cinema category

SAN JOSE, Calif.--(BUSINESS WIRE)-- [WiSA® LLC](https://www.wisaassociation.org), the Wireless Speaker and Audio Association founded by Summit Wireless Technologies (NASDAQ: WISA), today announced the WiSA Wave, a program that provides customized digital marketing campaigns and access to the Association's robust consumer database and analytics, has driven significant consumer web traffic since officially launching on September 1, 2020. The Association projects www.wisaassociation.org site traffic to reach over 1 million website visitors in 2021.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210112005254/en/>



WiSA Wave Drives Significant Web Traffic Performance

- 185,000+ consumers were driven to websites for WiSA or brand and retailers in Q4'20 versus 99,500 in Q3'20 and 47,000 in Q2'20.
- Consumers used WiSA for Christmas shopping research as returning visitors reached 20% of all of the Association's web

(Graphic: Business Wire)

traffic during the critical retail period of November 25 to December 15.

- 61,400+ consumers continued their shopping and research by clicking to a retailer's site (Amazon, Best Buy, B&H Photo, Newegg) or a member's website.
- 2,000+ consumers are currently being educated daily on WiSA Certified™ products and wireless home cinema components.

WiSA Wave ads are designed to engage and educate the home theater consumer regarding WiSA and WiSA Certified products including landing pages, focusing on the following:

- [Benefits of true surround sound in 3.1/5.1 formats](#)
- [WiSA Ready™ TVs with LG, Axiim, Klipsch and Platin solutions](#)
- [Smart Surround Systems in a Box with Klipsch, Enclave Audio and Platin Audio](#)
- [Home Theater TV Systems Hisense and Platin](#)
- [Gaming solutions with Xbox, Axiim and Platin](#)

“As smart TV sales continue to grow, more immersive content flows into our homes from multiple providers, and consumers build out their nests for more quality time at home, WiSA is positioned to help its members like LG, Hisense, Klipsch, Enclave Audio, and Savant educate and connect with a growing number of enthusiasts,” said Tony Ostrom, President of WiSA. “Our audience is interested in simplified, powerful, immersive home cinema systems and WiSA Wave aids the Association in further expanding into a consumer-facing cornerstone of wireless home theater entertainment by presenting members with user-friendly digital marketing capabilities.”

WiSA collaborates with over 70 consumer electronic companies and provides consumers with precise direction for purchasing home cinema audio systems. The Association is continuing to drive interoperability and combine products from multiple brands and product categories, like TVs, transmitters and speakers, to leverage the vast capabilities of WiSA Certified products to build ideal systems across multiple price points. And by spearheading the marketing and messaging of the wireless home cinema category, WiSA is garnering actionable analytics that are resulting in spikes in sales for its members.

WiSA Association Meetings for Members and Members’ Agencies

WiSA Association is planning a series of Wave Sessions with the first two occurring on Wednesday, January 27 at 10 a.m. and 8 p.m. Eastern Time. Domestic and international attendees will hear from the Association on what it's learned from the WiSA Wave program and how one can maximize their WiSA related marketing and sales efforts.

About WiSA, LLC

WiSA[®], the Wireless Speaker and Audio Association, is a consumer electronics consortium dedicated to creating interoperability standards utilized by leading brands and manufacturers to deliver immersive sound via intelligent devices. WiSA Certified[™] 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.

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, Klipsch, Bang & Olufsen, Xbox, a subsidiary of Microsoft, Hisense 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 standards across the audio industry. Summit Wireless, formerly named Summit Semiconductor, Inc., 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.

* 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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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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Source: Summit Wireless Technologies

