

# WiSA Announces Nationwide Retail Launch and Point-of-Sale Promotion with Leading Partner Brands at Best Buy

*Available Now at Nearly 300 Best Buy Storefronts, LG's WiSA Ready Smart TVs, Klipsch's WiSA Certified Reference Wireless Speakers and Axiim's LINK Wireless Audio Transmitter Deliver Seamless Performance, Easy Setup at Consumer-Friendly Prices*

SAN JOSE, Calif.--(BUSINESS WIRE)-- **SAN JOSE, CA (October 28, 2019)** – [WiSA® LLC](#), the Wireless Speaker and Audio Association, comprised of over 60 leading consumer electronics brands, and founded by Summit Wireless Technologies (NASDAQ: WISA), today announced the nationwide retail launch and in-store demonstration of WiSA Ready™\* and WiSA Certified™ solutions from LG Electronics, Klipsch and Axiim via a point-of-sale promotion at nearly 300 Best Buy locations and select Best Buy/Magnolia Home Theater stores across the country. A full list of retail locations where WiSA solutions are available for purchase can be found [here](#).

The promotion includes a hands-on point-of-sale display where shoppers can experience first-hand, best-in-class, high resolution wireless sound featuring WiSA Ready LG OLED and NanoCell 4K and 8K TVs, WiSA Certified™ Klipsch® Reference Wireless speakers and the [Axiim LINK USB Wireless Audio Transmitter](#)—all designed to the WiSA wireless audio standard. These products are fully interoperable and create amazing home entertainment systems for consumers to enjoy immersive music, movies/TV, games/esports, streaming content, and more.

[LG's 2019 OLED and NanoCell 4K and 8K TVs](#) lead the industry as the first screens to embrace the WiSA Ready standard and make creating 2.0 and 5.1 audio systems easier than ever before by quickly connecting to WiSA Certified wireless USB transmitters and any WiSA Certified speakers. “Best Buy consumers will now enjoy the tremendous benefits of truly immersive, wireless sound that complements all kinds of big screen home entertainment from movies and video to games, esports, and more,” noted Tim Alessi, senior director, product marketing at LG Electronics USA.

The award winning Klipsch Reference Wireless speaker line is comprised of the RW-34C center channel speaker (\$574/each U.S. MSRP), the RW-51M front and rear speakers (\$799/pair U.S. MSRP), and the RW-100SW wireless subwoofer (\$689/each U.S. MSRP). These speakers can be mixed and matched to create powerful audio systems in any configuration from stereo (2.0) to a big and bold 7.1 theater experience to completely immerse listeners in powerful, detailed sound requiring no speaker wires and complicated receiver setup. “By combining our WiSA Certified Reference Wireless speaker line with additional WiSA products, the simplicity of a sound bar *and* high-performance multi-channel capable audio has become a reality for Best Buy customers and beyond,” added Rob Standley, vice president of marketing and product development at Klipsch.

Tying these great products together is the Axiim LINK USB Wireless Audio Transmitter (\$229 U.S. MSRP). LINK works with all WiSA Certified speakers and is the world's first and only multi-channel wireless USB device for 2019 LG OLED and NanoCell 4K and 8K TVs, and is designed for Xbox One and Windows 10. The LINK mobile application offers advanced control of the system, including bass management, channel audio level control, equalization, and more. "Axiim LINK transmitter allows users to take full advantage of their audio experience," said James Hammer, CEO at Axiim. "This deployment with LG, Klipsch and WiSA is truly enabling the future of immersive wireless sound."

"WiSA and its premium partners are providing the first high resolution, truly wireless solution for mainstream home entertainment, and we're excited to see it offered in Best Buy stores across the nation," stated Tony Ostrom, president of WiSA. "Best Buy/Magnolia Home Theater customers demand superior performance with consumer-friendly solutions at aggressive price points, and this family of WiSA Ready and WiSA Certified products delivers."

All WiSA Certified and WiSA Ready components work together seamlessly to deliver wireless, multi-channel audio and authentic movie theater sound that immerses the listener into the middle of movies and video, music, sports, gaming/esports and more. As a result, consumers can expect an audiophile experience, but unlike traditional audio systems, setup is simple and takes just minutes, even for larger 5.1 and 7.1 setups.

### **About Klipsch Audio**

In 1946 Paul W. Klipsch, inventor, acoustics pioneer and maverick, founded Klipsch Audio with the sole purpose of bringing the power, detail and emotion of the live music experience into his living room. Through the use of highly efficient speaker designs, handcrafted cabinetry and a thirst for real engineering breakthroughs – Klipsch, the great American loudspeaker company, was born in Hope, AR. Today, our diverse range of quality audio products includes speakers and headphones for almost any consumer and professional application – including cinema, whole-house, wireless, home theater and portable offerings. Honoring our founder's legacy, Klipsch continues to be the legendary high-performance brand of choice for audiophiles and aficionados around the world. We are the Keepers of the Sound®. Klipsch Group, Inc. is a VOXX International Company (NASDAQ: VOXX).

### **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 ensures robust, high resolution, multi-channel, low latency audio while eliminating the complicated set-up of traditional audio systems. 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, Klipsch, Bang & Olufsen, Xbox, a subsidiary of Microsoft, 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, 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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Laurie Thornton  
Radiate PR  
650.743.6487  
[laurie@radiatepr.com](mailto:laurie@radiatepr.com)

Mary Magnani or Kirsten Chapman  
LHA Investor Relations  
415.433.3777  
[summit@lhai.com](mailto:summit@lhai.com)

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