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# WiSA, Wireless Speaker and Audio Association, Shows Tremendous Growth in Consumer Interest

Along with home gyms and improvements, consumers showing rapidly growing online interest in the immersive cinema sound experience at home

SAN JOSE, Calif.--(BUSINESS WIRE)-- WiSA<sup>®</sup> LLC, the Wireless Speaker and Audio Association, comprised of over 60 leading global consumer electronics (CE) brands and founded by Summit Wireless Technologies (NASDAQ: WISA), announced significant growth in both association and category awareness as evidenced by a continuing increase in web traffic and other key digital marketing metrics.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20200803005335/en/>

WiSA Web Site Traffic Growth by Qtr (Graphic: Business Wire)

“Consumers are showing rapidly growing online

interest in the immersive cinema sound experience of WiSA systems for their homes. We are seeing an amazing increase in traffic to our industry website, [wisaassociation.org](http://wisaassociation.org), driven by individual consumers and families seeking more information on WiSA Certified<sup>™</sup> speaker solutions. While site visitors learn more about the benefits of superior sound including system set up of minutes not hours, we are experiencing an increase in visitors greater than 20x increase through the first half of 2020, compared to the same time period last year,” said Tony Ostrom, president of WiSA. “We are aggressively rolling out more campaigns to leverage this phenomenal interest in the wireless home cinema category and to assist member brands in telling their unique product and brand stories to this large and growing audience.”

WiSA’s transition from a technology and certification provider to a consumer-facing cornerstone of the new wireless home cinema category can be seen in the abrupt growth in traffic on [wisaassociation.org](http://wisaassociation.org). WiSA is implementing programs to accelerate growth to 100,000 visitors in the third quarter of 2020. Going into Black Friday, WiSA’s YTD visitors is expected to reach 250,000, thereby, increasing the consumer base for WiSA members to drive marketing programs during the holiday season.

Leveraging this growth in interest across the growing number of WiSA member brands with both products in the field and in development should lead to increased adoption of the WiSA Certified standard around the world.

In addition to providing distinct product information for each brand, the WiSA site links visitors to the branded sites and shows new purchasers where to buy WiSA members’ home

cinema audio and video products. In 2020, 44% of the visitors have clicked “learn more” or “buy now” and continued their journey directly to a WiSA member’s landing page to learn more and/or to purchase products. Each WiSA website visitor is a high value remarketing target for WiSA members since they have spent extended time on the website being educated on WiSA’s high quality and simple set up. WiSA has plans to fortify this process through extensive data collection and analysis, robust marketing initiatives, and while working closely with WiSA members to attract and educate consumers and continue to deliver great home entertainment experiences worldwide.

## **About WiSA, LLC**

WiSA<sup>®</sup>, 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<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 ensures robust, high definition, 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: <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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