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Datavault AI Revolutionizes Luxury Fashion at the New York Fashion Week with DVHolo™ and ADIO® Technologies

ADIO-Powered Holograms Showcase Digital Couture at SHAO New York's Fashion Week 1025 Collection

NEW YORK--(BUSINESS WIRE)-- WiSA Technologies, Inc. (NASDAQ: WISA), soon to be doing business as Datavault® AI, is introducing a fusion of its DVHolo holographic display and ADIO® technologies at New York Fashion Week (NYFW) through its collaboration with Shao Yang, founder and designer of SHAO New York.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20250210847750/en/>

Datavault AI's DVHolo-powered displays of SHAO New York's Fall/Winter 2025 collection, "Shanghai 1930s: Paris of the East, New York of the West," on February 10th at the House of the Red Pearl inside the Tin Building by Jean-Georges will set a new standard for how luxury fashion is presented. The showcase will enable audiences to experience select pieces in ultra-high-definition 3D holograms, highlighting intricate details, fabric movement and silhouette depth. Integrated within DVHolo holograms, ADIO tones enable real-time, dynamic engagement, where audience members can unlock an immersive experience with real-time information about the collection.

"As designers, we're constantly looking for ways to expand how audiences experience fashion," said **designer Shao Yang**. "With this collection, I wanted to honor the elegance of 1930s Shanghai while making it feel relevant to modern luxury consumers. Datavault AI's hologram and tone technologies give us a way to increase consumer touchpoints and to present our work in a format that's futuristic yet deeply connected to craftsmanship and design."

"SHAO's designs already bridge past and present, tradition and modernity. Datavault AI's hologram display powered by proprietary ADIO tones extends that vision, enabling people to experience fashion in a way that's more interactive, detailed and engaging than ever before," said **Nathaniel Bradley, CEO of Datavault AI**. "As the future of fashion presentation is about creating new ways for people to interact with and appreciate craftsmanship at the highest level, we are privileged to work with the esteemed SHAO New York brand and provide solutions to increase consumer engagement and experiential opportunities. This collaboration is another example of the infinite uses of Datavault AI's hologram and tone technologies and one of the first leaps toward that fashion-forward future."

Fashion houses are exploring new ways to captivate audiences beyond the traditional runway. **The holographic display market is projected to exceed \$23 billion by 2032**,

driven by rising demand for experiential retail and next-generation fashion showcases, while AI-driven personalization in luxury fashion is expected to reach \$5.6 billion by 2034², reflecting the shift toward data-driven, immersive brand storytelling in high-end retail. Datavault AI's DVHolo and ADIO technologies provide a competitive advantage in this emerging digital transformation, enabling fashion houses to seamlessly integrate physical couture with intelligent audience engagement.

Unlike static digital displays, DVHolo projections create free-floating, high-resolution visuals, elevating the sensory experience for luxury consumers. Working seamlessly through DVHolo as a conduit, ADIO delivers acoustic sciences-driven content transmission, ensuring each audience member receives proximity based localized messages such as collection details, insights and interactive digital fashion experiences in real time.

Datavault AI's ADIO technology has already demonstrated success in the luxury art world, having been implemented in Red Eight Gallery's Banksy exhibit, where ADIO was used to transmit encrypted digital ownership and additional relevant content directly to attendees. Now, the same technology is being applied to high fashion, creating a seamless bridge between couture craftsmanship and interactive digital assets. Datavault AI's innovation opens new monetization and immersion opportunities for designers, allowing audiences to experience and interact with fashion beyond the physical runway. By integrating Datavault AI's next-generation technologies with high-end fashion, the collaboration between Datavault AI and SHAO New York demonstrates the power of digital innovation in luxury experiences.

About WiSA Technologies, Inc. (Soon to be doing business as Datavault AI)

WiSA Technologies (Nasdaq: WISA), soon to be Datavault AI, is leading the way in visualization, valuation, and monetization of assets in the Web 3.0 environment. Leveraging data sciences and acoustic sciences, the cloud-based platform provides comprehensive solutions serving multiple industries, including HPC software licensing for sports & entertainment, events & venues, biotech, education, fintech, real estate, healthcare, energy and more. The Information Data Exchange® (IDE) enables Digital Twins, licensing of name, image, and likeness (NIL) by securely attaching physical real-world objects to immutable metadata or blockchain objects, fostering responsible AI with integrity. The company's solutions ensure privacy and credential protection. They are completely customizable and offer AI and Machine Learning (ML) automation, third-party integration, detailed analytics and data, marketing automation and advertising monitoring. The company is headquartered in Beaverton, OR. Learn more about Datavault AI at www.datavaultsite.com.

About SHAO New York

SHAO New York, a subsidiary of The Tailory NYC, is a luxury brand known for its fusion of bespoke craftsmanship, modern streetwear and cross-cultural influences. Each collection challenges conventions, blending bold silhouettes with precise tailoring to create wearable statements of individuality. Learn more at shaonewyork.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 the Company undertakes no 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<https://www.gminsights.com/industry-analysis/holographic-display-market>

²Market.us: <https://market.us/report/ai-in-luxury-brands-market/>

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