



Reliance Joins Via LA's Advanced Audio Coding Patent Pool
India's Largest Retailer Benefits from Industry's Leading Audio Codec

SAN FRANCISCO, June 22, 2023 – Via Licensing Alliance, the collaborative licensing leader, today announced that Reliance, India's largest retailer, has signed a new worldwide agreement for Via LA's Advanced Audio Coding patent pool.

Advanced Audio Coding is defined by a set of International Standards from ISO/IEC. It specifies a coding method that allows consumers to enjoy high-quality audio with high compression efficiency, reducing the amount of data to be transmitted and the processing power required for playback. Nearly 1,000 companies around the world are licensed to this audio compression standard through the patent pool administered by Via Licensing Alliance.

"Via LA happily welcomes Reliance into the AAC patent pool and we appreciate their respect for the many innovations that continue to advance this leading audio format," said Heath Hogle, President, Via Licensing Alliance. "We continue to work with industry leaders like Reliance to deliver balanced intellectual property licensing solutions that address the dynamic market conditions of different regions around the world."

About Via Licensing Alliance

Via LA is the collaborative licensing leader, dedicated to accelerating global technology adoption, fostering participation, and generating return on innovation with balanced licensing solutions for innovators and manufacturers of all sizes around the globe. Via LA has operated dozens of licensing programs for a variety of technologies consisting of nearly 50,000 patents in over 130 countries with more than 500 patent holders and nearly 10,000 licensees. Via LA is an independently managed company owned by industry-leading participants with over 25 years of intellectual property licensing leadership. For more information about Via LA, please visit www.Via-LA.com.

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