

THE X<sup>®</sup>

## LETTER FROM THE CEO, JASON FIBER

### *THX leads the future of a connected audiovisual world*

THX Ltd. brings entertainment to life. We have a passion for empowering creators to deliver high-fidelity content whenever and wherever their audiences choose to enjoy it. From our earliest days certifying theaters to present movies the way the filmmakers intended, to today providing THX® Spatial Audio immersive technologies for headphones, laptops and soundbars, THX creates the ultimate audio and video entertainment in products and experiences.

We proudly celebrate our 40th anniversary in 2023. It all began with the release of Star Wars Episode VI: Return of the Jedi in THX® Certified cinemas forty years ago. In the past two years alone, we have launched over 40 products or partnerships, and today, THX has nearly 500 products in the market worldwide that bear the THX logo or technology integration. We continue to work tirelessly with our partners to ensure consumers get the most accurate representation of an artist's vision whether in large entertainment spaces, at home, in the gaming den, or even on the go.

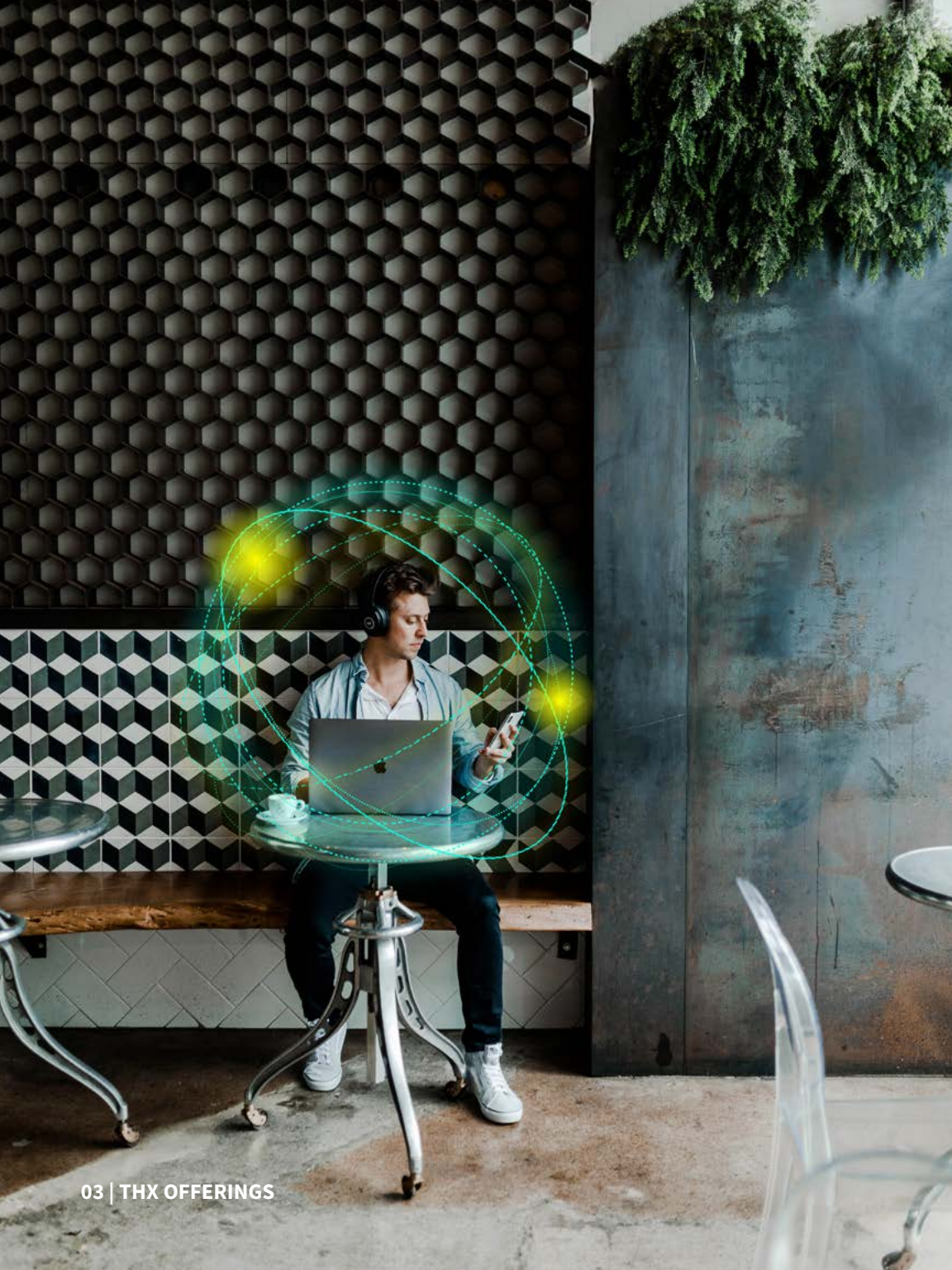
THX is a brand with the expertise to make a difference. We are innovators creating a blueprint for the future in a connected audiovisual world. From mobile devices to large new entertainment venues, to next-gen entertainment environments, THX is the best-qualified organization to provide all the tools for creative delivery to ensure immersion, clarity, and fidelity.

We thrive on helping partner brands achieve world-class status, bringing entertainment to life. We warmly invite you to reach out to collaborate with us today.



*Chief Executive Officer, Jason Fiber*

THX



# THX OFFERINGS

---

## THX® SPATIAL AUDIO

THX Spatial Audio brings immersive experiences to consumers across a variety of consumer electronics devices, no matter what content they consume.

THX Spatial Audio is a revolutionary codec-agnostic 3D audio solution that enables consumers to hear movies, music, and games with true-to-life acoustics. Creating a 360-degree immersive sound field, THX Spatial Audio is the epitome of authentic and immersive audio experiences. Users can listen to their favorite entertainment sources, whether music, movies, sports, gaming, or mixed reality content, through headphones or speakers, across a broad range of consumer devices with intensity and realism.

***Be in the center of the action***

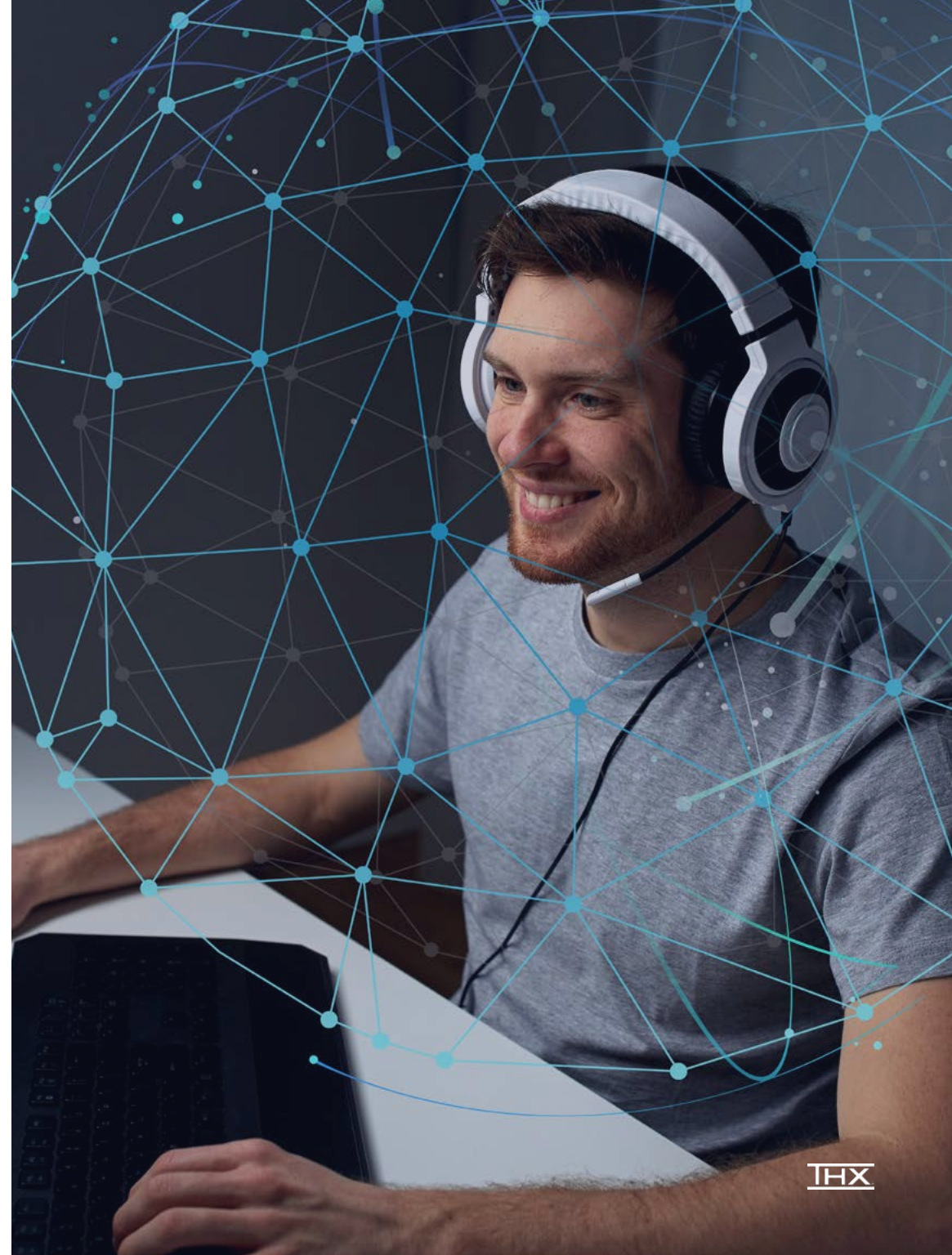
Think of the lifelike sound of planes flying overhead, distant echoes in caves or cars whizzing past you on the street. This is the true-to-life realism brought to the listening experience with THX Spatial Audio.

### ***Experience THX Spatial Audio***

There are a variety of THX Spatial Audio implementations: through premiere consumer electronics devices like headphones, laptops and soundbars that have integrated THX Spatial Audio; through the THX Spatial Audio app that brings THX Spatial Audio to any pair of headphones over a Windows PC; and through THX Spatial Audio content creation tools such as our game plug-ins for Unity, Unreal and Wwise, as well as our suite of DAW plug-ins for musicians.

THX Spatial Audio provides listeners with an immersive, authentic sound experience for all content types.

Stereo channels are presented in their correct position on the azimuth plane, while the technology also provides options to upmix stereo content to include virtual center, surround, and rear channels. THX Spatial Audio faithfully renders multi-channel audio sources with extraordinary positional accuracy, and customizable options provide the user with a wealth of controls to dial in their best possible spatial or stereo sound experience. For headphones, this technology is based on a THX-exclusive high-performance general HRTF (head-related transfer function). HRTF is a scientific approach to replicating the way real-world audio is presented within an artificial environment. THX Spatial Audio devices can also provide users with the option to replace the THX General HRTF with their Personal HRTF, where each user's unique ear and head shape data is captured during the setup procedure enabling complete customization through the software. Personalization is key to allowing a listener to accurately pinpoint the location of audio objects and cues within a 360-degree sphere from 'inside' the headphones.





### ***THX Spatial Audio for creators***

THX also offers plugins for musicians and game developers.

THX works directly with music and video game creators to enable spatialized experiences that put users in the middle of the content. By engaging music producers and artists, festival organizers, and game creators to transform conventional audio from real events and environments into fully immersive audio playback in headphones, THX Spatial Audio adds a truly dynamic immersive experience.

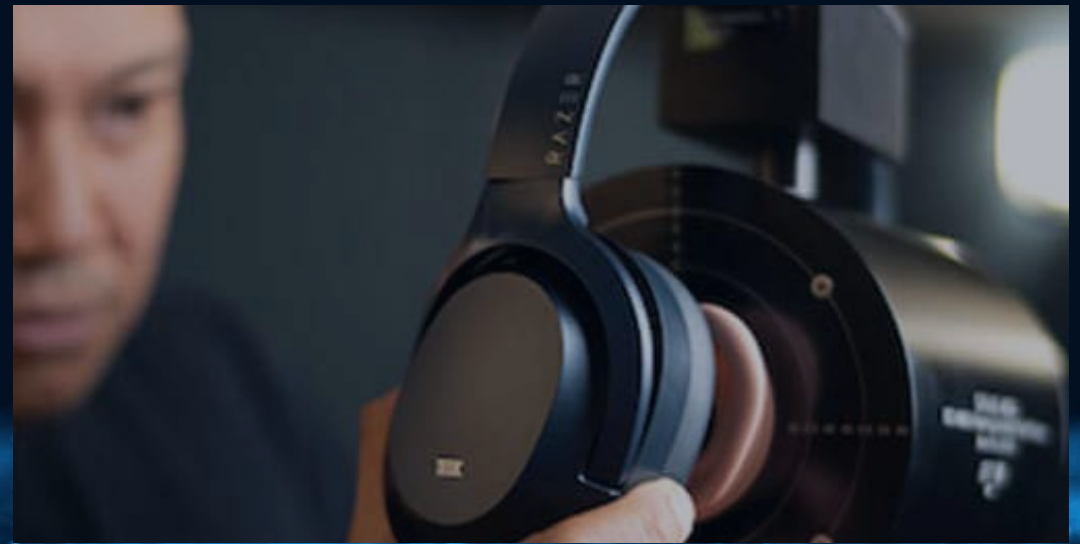
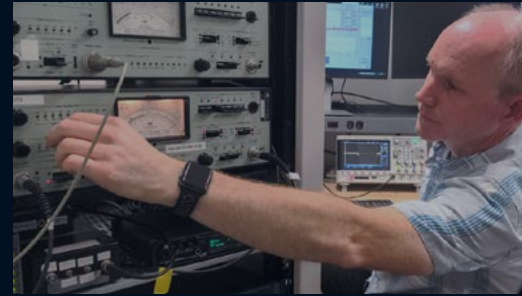
For gaming, THX Spatial Audio is designed to be rendered within the content, ensuring greater immersion, and achieving the highest accuracy using object-based rendering and without the need for latency-inducing post-processing algorithms. Spatial audio has been shown to reduce listener fatigue ensuring longer, more comfortable, and more competitive gameplay.

Similarly, since most music consumed today is created in DAW (Digital Audio Workstations), VST plugins are an effective way to give producers an affordable means of using third-party processing to create 3D audio acoustics. THX's solution has an artist-preferred instrument-based approach which allows the musician greater creative license to generate a dynamic mix.

## TUNED BY THX™

---

Tuned by THX harnesses the talents of THX engineers to maximize the potential of any device. This specially designed licensing program for device manufacturers ensures that end users experience exceptional audio or color-calibrated video from our partners' products right out of the box. The Tuned by THX team of experts work directly with our partner product designers to fine-tune the product so that entertainment content looks and sounds both vivid and compelling, and the THX logo provides consumers with confidence in the quality entertainment they can expect from our partners.



## A RICH PATENT PORTFOLIO OF THX AAA™ TECHNOLOGY

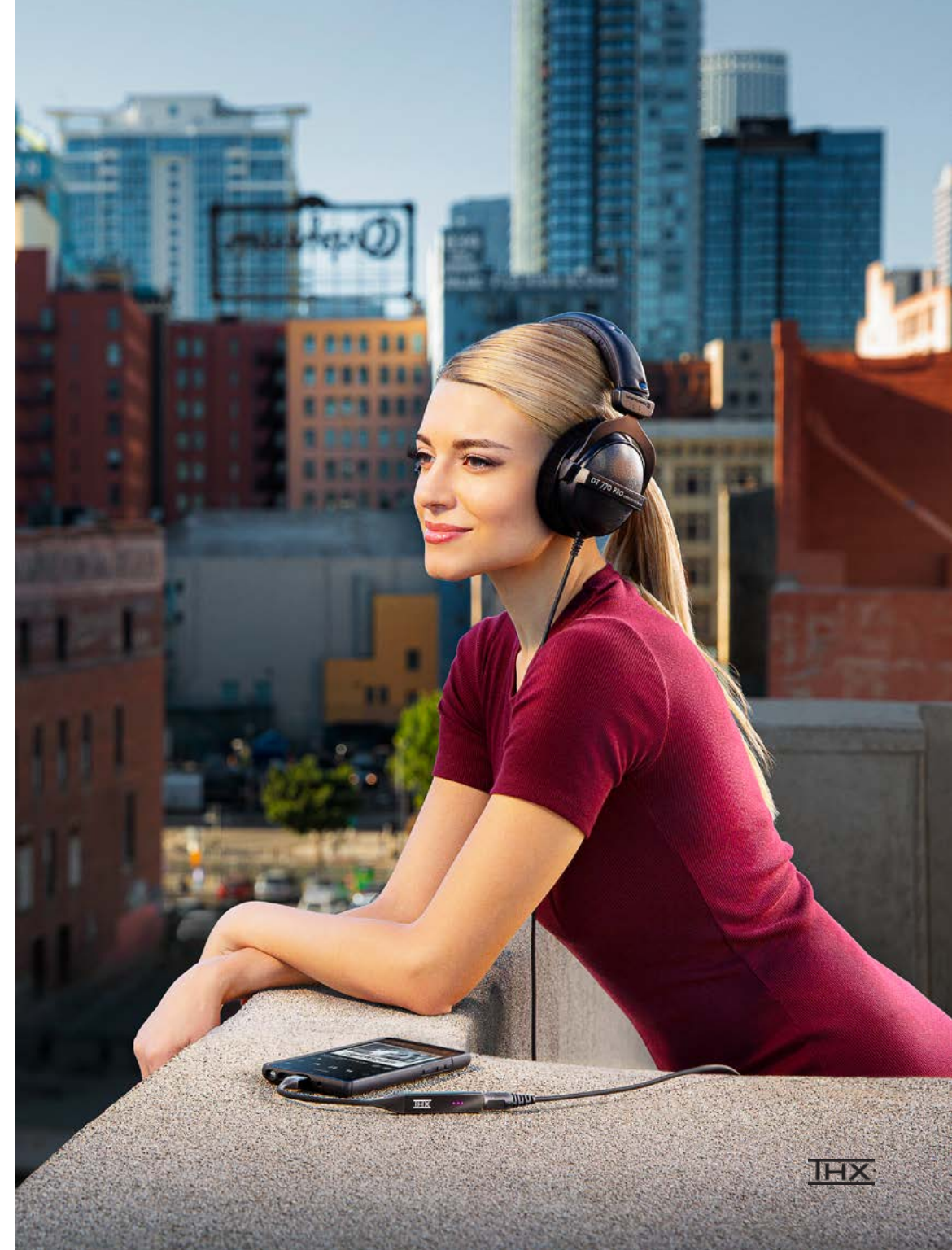
---

### *What is THX AAA?*

THX AAA (THX Achromatic Audio Amplifier) is a sophisticated amplifier technology designed by THX for licensing to third-party manufacturers. Attaining the world's highest-fidelity audio and maximum dynamic range, it can support power-hungry, audiophile-grade headphones at satisfyingly loud volumes and with ultra-clean sound. THX AAA ensures the ultimate no-compromise headphone, music player, or audio amplifier experience by delivering infinitesimally low levels of noise, distortion and power consumption. Consumers can be certain of extraordinary dynamic range capability and sound pressure level (SPL) from any device with THX AAA inside. This technology is deployed today within class-leading HiFi amplifier components and headphones.

### *THX Onyx™: the first of a kind*

THX Onyx is the company's first direct-to-consumer product. A powerful, portable, self-contained DAC/amplifier based upon THX AAA technology, THX Onyx will supercharge headphones with MQA (Master Quality Authenticated) audio to ensure the highest fidelity mobile listening experience for music, games and movies. THX Onyx is a superb solution for entertainment enjoyed from any mobile or desktop device when listening over wired headphones. With THX AAA, THX Onyx achieves greater levels of output power with low noise and low distortion than any similar product on the market, and its clear signal path significantly reduces listener fatigue over time. Tech reviewers continue to hail THX Onyx as an essential tool for audiophiles everywhere, and the product has earned numerous industry accolades and awards.





## THX CERTIFICATION

THX Certification is the elite and leading industry gold standard for third-party validation of high-performance home cinema, mobile, and gaming devices. Products bearing the THX® Certified logo are optimized to deliver the finest entertainment experiences possible to bring the listener the closest rendition of a creator's vision in high fidelity. THX testing labs are comprised of world-class caliber engineers who work with device manufacturers from the ground up, creating products capable of unparalleled reference-level audio and video presentation.

THX performs hundreds of tests to maximize sound and picture reproduction on each respective platform. THX Certified branding represents uncompromising quality, performance and consistency. It has become an invaluable guide to consumers wishing to purchase best-in-class hardware and software products.

THX Certified product categories include audio receivers, power amplifiers, loudspeakers, headphones, computer monitors, projectors, TVs and more. The iconic gold standard certification program is divided into four classes to meet the standards for different room sizes. These classifications include THX® Certified Compact, THX® Certified Select, THX® Certified Ultra, and the newest offering, THX® Certified Dominus for extra-large spaces.



## THX® CERTIFIED GAME MODE

THX Certification is also available to manufacturers wishing to optimize products for gaming. THX engages with manufacturers to ensure that a consumer selectable THX Game Mode on TVs will deliver crisp, color calibrated imagery, low latency thresholds, and high frame rates and motion clarity.



# A POWERFUL LEGACY AND A POWERFUL FUTURE VISION

---



## THX ULTIMATE CINEMA

THX's heritage goes back to 1983 when George Lucas sought to make movie theater performances as impactful as the mixing dubbing studios used for films. Today, we offer THX Ultimate Cinema (TUC), a premium large format (PLF) solution that delivers incredible multi-sensory experiences at the movies. With our unrivaled knowledge of the construction of high-performance immersive theaters, THX Ultimate Cinema represents the industry's pinnacle. TUCs feature laser technology from Cinionic, including dual laser projection that integrates image optimization technology and delivers a 4K resolution image with increased brightness, contrast, clarity, and rich brilliant colors.

## THX® CERTIFIED CINEMA

---

THX continues to offer the THX Certified Cinema licensing service to theatrical exhibitors worldwide. This industry-defining offering enables cinema owners to tap into THX's unique design services in the construction of exceptional movie theaters.

### *An unrivaled track record*

'As the director intended' and 'as the artist intended' are the mantras which started at Skywalker Ranch in the 1980s. Tracing these origins back to a journey to revolutionize the way people experience movies in theaters forms the basis of the THX DNA. A nod to the past manifests in a recent overhaul of the legendary THX Deep Note theatrical trailer, which is still presented in those theaters whose owners continue to seek THX Certification. New THX Trailers such as "Genesis," which can be heard on THX Spatial Audio platforms when listening over headphones, continues the legacy of the THX Deep Note, which itself is extolled as the world's most iconic sound logo of all time.

As we look to the future, THX Ltd. will continue to partner with the best and brightest brands to deliver the ultimate audio and video entertainment products and experiences on any delivery platform to delight and awe consumers.



# WHAT INFLUENCERS SAY ABOUT THX

## RAZER BARRACUDA PRO

*“The sound is wonderfully crisp and clear though, and the THX Spatial Audio makes a world of difference compared to standard surround sound.” (TechRadar)*

## RAZER BLACKSHARK V2

*“Another first that’s launching alongside the Razer BlackShark V2 is THX Spatial Audio, which has its own section in the Razer Synapse software. This new technology essentially helps deliver more accurate sound positioning for a more realistic sound stage and 7.1 digital surround sound effect.” (IGN)*

## RAZER LEVIATHAN V2

*“...across all my gaming it proved reliable and gave me pretty rich sound... boosted by that THX Spatial Audio too.”(GamesRadar+)*



## GATEWAY ULTRA SLIM 15.6

*“Additionally, dual-speakers tuned by THX Audio deliver great sound whether you’re streaming your favorite Netflix series or tunes from your Spotify playlist.” (Laptop Mag)*

## Fiio BTR7 PORTABLE BLUETOOTH AMPLIFIER REVIEW

*“The sound quality is excellent. THX-AAA amplifiers are known for their neutrality and that’s definitely the case here. They don’t add any coloration to your music. The sound of your headphones is completely clean.” (MMORPG)*

## THX ONYX DAC/AMPLIFIER

*“The THX Onyx provides a welcome, enthusiastic boost to audio. It depicts audio with more clarity, detail and energy, and does so without overegging the pudding. The range of file formats it supports is good for high-end playback, the design is smart and there’s MQA certification for those who subscribe to Tidal Hi-Fi. At a more affordable price point than when it first launched, the THX Onyx’s versatility makes it a good option for music lovers, film fans and gamers.” (Trusted Reviews)*

## **LET'S INSPIRE A NEW ERA OF ENTERTAINMENT MAGIC TOGETHER**

THX represents the technological apex of personalized and large space entertainment experiences. As strong influencers in both the microcosm and the macrocosm of an increasingly audiovisual and technologically advancing future, we seek to partner with you.

Join us on an exciting journey as we break down barriers in entertainment technology. THX is proud of its legacy, and we continue to build strategic partnerships with artists through technology licensing and co-development to offer the finest experiences in the world.

The future looks and sounds bright with THX. Inquire with us today at [pr@thx.com](mailto:pr@thx.com) or [sales@thx.com](mailto:sales@thx.com).

# THANK YOU

[www.thx.com](http://www.thx.com)

*THX, THX Certified, Tuned by THX, THX Deep Note, THX Spatial Audio, THX Ultimate Cinema, THX AAA, THX Onyx and THX logos are registered trademarks or wordmarks of THX Ltd. All Rights Reserved. © 2023 THX Ltd.*

