



## ***NEWS RELEASE***

### **SRS STUDIO SOUND HD NOW AVAILABLE FOR OXFORD DIGITAL TINYCORE**

**SANTA ANA, Calif., January 8, 2010** – [SRS Labs](#) (NASDAQ:SRSL), the industry leader in surround sound, audio, and voice technologies, announced the availability of SRS StudioSound HD™ for Oxford-Digital's TinyCore processor. With a pre-ported and optimized library for StudioSound HD, Oxford-Digital licensees and SRS StudioSound HD licensees can quickly and efficiently integrate the remarkable all-in-one audio solution into their TinyCore-based SoCs, multimedia processors and TV designs through simple firmware integration.

TinyCore processors are incorporated within a wide range of audio components including digital TVs, set-top boxes, mobile handsets, portable media devices, portable navigation devices and game consoles. The availability of TinyCore-optimized SRS StudioSound HD audio solution streamlines the development process of manufacturers that desire to take advantage of StudioSound HD's powerful feature set.

“We are excited about the launch of our new StudioSound HD and believe that the availability of the optimized version of this all-inclusive audio solution for Oxford-Digital's TinyCore processor will accelerate the adoption of this advanced suite by CE manufacturers around the globe,” said Allen H. Gharapetian, Vice President of Marketing for SRSLabs, Inc.

SRS StudioSound HD addresses the three most common consumer TV audio complaints – inconsistent volume levels, unintelligible vocals, and poor, dimension-less sound. StudioSound HD automatically detects and levels abrupt volume fluctuations that occur when programming switches to commercial break or while changing channels. Additionally, the audio suite intelligently separates vocals from all other content and dynamically adjusts the dialog level to ensure that it's always clearly understood, all while delivering the best possible surround sound experience using built-in TV speakers, resulting in significantly enhanced depth and dimension.

John Richards, CEO, Oxford Digital said “We're delighted that SRS are making StudioSound HD available on the TinyCore platform. The ease of integration of this optimized solution for SoC and ASIC provides semiconductor manufacturers with an extremely efficient, low gate-count implementation combined with rapid time to market.”

Companies that are interested in learning more or enabling this new audio solution into their products are invited to contact SRS by **clicking here**.

### **About SRS Labs, Inc.**

Founded in 1993, SRS Labs is the industry leader in audio signal processing for consumer electronics. Beginning with the audio technologies originally developed at Hughes Aircraft, SRS Labs holds over 150 worldwide patents and is recognized by the industry as the foremost authority in research and application of audio post processing technologies based on the human auditory principles. Through partnerships with leading global CE companies, semiconductor manufacturers and software partners, SRS is recognized as the de facto standard in audio enhancement, surround sound, volume leveling and voice processing technologies. SRS solutions have been included in over one billion electronic products sold worldwide including flat panel HDTVs, STBs, mobile phones, portable media devices, PCs and automotive entertainment. SRS Labs supports its partners around the globe with a network of offices in regions including the U.S., China, Europe, Japan, Korea and Taiwan. For more information, visit [www.srslabs.com](http://www.srslabs.com). Visit SRS Labs' blog at [soundingoff.srslabs.com](http://soundingoff.srslabs.com), on Facebook at [www.facebook.com/srslabs](http://www.facebook.com/srslabs) or on Twitter at <http://www.twitter.com/srslabs>.

### **About Oxford Digital Limited**

Oxford Digital is an independent company that span out of Sony Corporation's Pro Audio Research Labs, Oxford in June 2006 and which has established itself as an internationally recognized centre of excellence in digital audio signal processing solutions across hardware, firmware and software platforms. Oxford Digital licenses technologies including the TinyCore audio DSP core and Graphical Development Environment for use in ASIC, SoC and FPGA applications, MajEq a system for automated equalization of the sonic performance of consumer electronic equipment and the Oxford Digital EQ for real-time arbitrary frequency response creation in commercial audio and live sound systems. In addition, Oxford Digital carries out contract engineering and product development for strategic partners. For more information, visit [www.oxford-digital.com](http://www.oxford-digital.com).

*Except for historical information contained in this release, statements in this release, including those by Mr. Gharapetian, may constitute forward-looking statements regarding our assumptions, projections, expectations, targets, intentions or beliefs about future events that are based on management's belief, as well as assumptions made by, and information currently available to, management. While the Company believes that its expectations are based upon reasonable assumptions, there can be no assurances that the Company's goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect the Company's actual results and may cause results to differ materially from those expressed in forward-looking statements made by or on behalf of the Company. Some of these factors include the acceptance of new SRS Labs' products and technologies, the impact of competitive products and pricing, the timely development and release of technologies by the Company, general business and economic conditions, especially in Asia, and other factors detailed in the Company's Form 10-K and other periodic reports filed with the SEC. SRS Labs specifically disclaims any obligation to update or revise any forward-looking statement whether as a result of new information, future developments or otherwise.*

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