



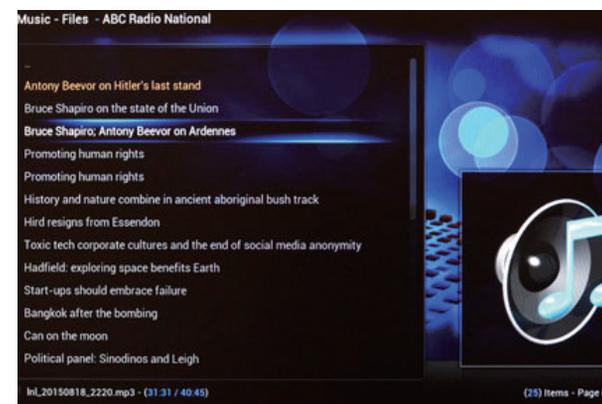
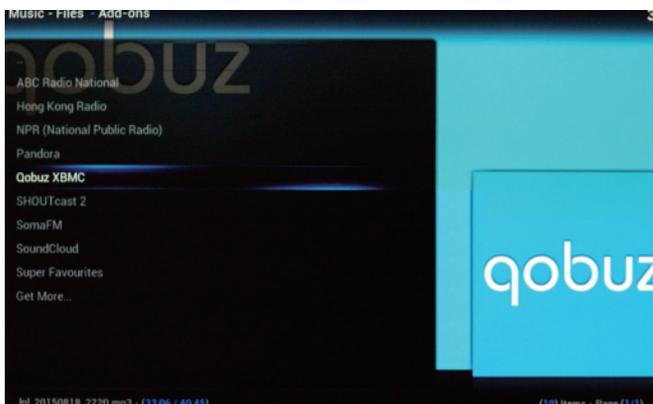
ALi Introduces Innovative Set-top Box plus Sound Bar Application, Driving Premium Quality Streaming Music Experience



Taipei – August 26, 2015 – ALi Corporation, a leading Set-Top Box (STB) chipset solution provider, today introduced a pioneering application of its chipset product—DVB set-top box with sound bar. The innovation features ALi's STB chipset supporting DVB-C/T2/S2 and IPTV video streaming and combines capability of premium-quality streaming music delivery to bring ultimate home entertainment experience.

As TV makers go to the extreme to design TVs as slim as possible, leaving little space for speakers that require volume in order to deliver decent sound, the industry looks to sound bars as a solution to complement today's high definition displays. However, the sound bar is one more device that has to be connected with the TV, set-top box, and other entertainment equipment. ALi's innovative solution combines set-top box with sound bar for both video and audio enjoyment without the hassle of additional wires or connection issues.

The integrated solution not only enhances sound quality of audio streaming from the TV broadcast but also functions as a standalone speaker capable of playing music from local USB storage, mobile devices via Bluetooth technology, and popular online services such as Spotify, Qobuz, and Deezer, without having to turn on the TV. In addition, ALi has also enabled remote control of the STB/Sound Bar solution on Android smartphones.

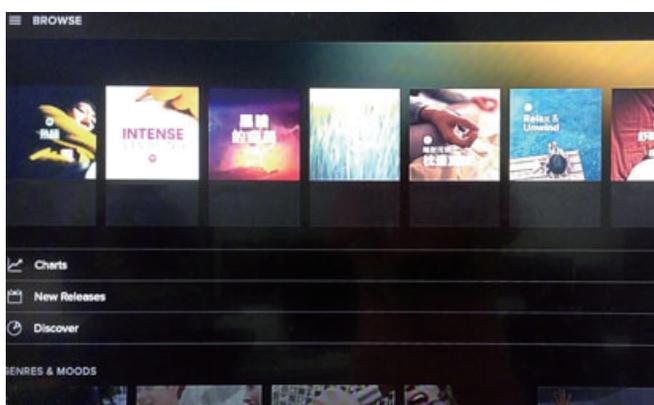




“ALi’s chipsets are high performing solutions to support a wide range of innovative and diverse applications,” said Dr. Ben Lin, Chairman and CEO of ALi Corporation. “The STB/Sound Bar combo we are introducing is an example of how ALi chipsets can be used to push the frontiers of home entertainment technology and inspire additional cutting-edge applications.”

Visitors are welcome to a live demonstration of the STB/Sound Bar solution at **ALi’s Suite 2F #BM24, Hall 1, IBC 2015**, taking place on September 11-15 in Amsterdam.

Note: Spotify, Qobuz, and Deezer are commercial music streaming services that provide digital rights management-restricted content. Subscription charges are applicable for access to the services.



About ALi Corporation

ALi Corporation is a leading innovator and developer in the set-top box (STB) system-on-chip (SoC) market. By fully leveraging its core expertise in the set-top box industry, ALi solutions are recognized for their high levels of integration, superior performance reliability, premier customer oriented service and compelling cost structure. Hundreds of Pay TV operators have adopted ALi's solutions worldwide. ALi Corporation was founded in 1987 with headquarters in Taipei, Taiwan, R&D centers as well as sales offices in Hsinchu, Beijing, Shanghai, Shenzhen, Zhuhai, Geneva, and Seoul, and technical support teams throughout Asia. For more information, please visit www.alitech.com.



ALi media contact

Camila Hsu
 +(886) 2-8752-2000
 Email: camila.hsu@alitech.com

The statements contained herein may include statements of future expectations and other forward-looking statements that are based on our current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. The company assumes no obligation to update any information contained herein.