



Via Licensing Corporation Joins NFC Forum

NFC Forum membership highlights Via Licensing's commitment to the rapid deployment of Near Field Communications

San Francisco, April 4, 2011—Via Licensing Corporation, a company that develops and operates patent pools in cooperation with essential patent owners worldwide, today announced that it has joined the Near Field Communication (NFC) Forum.

Near Field Communication is a standards-based, short-range connectivity technology enabling efficient and secure two-way connectivity between electronic devices. NFC-equipped devices can securely transfer data between other NFC devices, access digital content, and perform contactless transactions.

Via Licensing Corporation has been providing essential patent licenses for NFC technology since 2007 and offers a joint license agreement covering patents from France Telecom, Inside Secure, Motorola, and NXP. By joining the NFC Forum, Via Licensing is increasing its commitment of supporting the rapid market deployment of NFC standards. In line with its objectives to provide convenient access to essential NFC patents, membership in the NFC Forum will help Via Licensing to advance predictable and market-appropriate licensing terms for essential NFC patents.

“The market potential for NFC is significant, and the technology can enable vital innovation opportunities,” said Jean-Michel Bourdon, President of Via Licensing Corporation. “We are pleased and excited to become a member of the NFC Forum and to work alongside the other members to help drive the adoption of NFC technology.”

About Via Licensing Corporation

Via Licensing Corporation is a wholly owned subsidiary of Dolby Laboratories, Inc. (NYSE: DLB) a company with more than 40 years experience in technology licensing.

Via Licensing is dedicated to the development and administration of licensing programs for mandated, de facto, and emerging standards on behalf of innovative technology companies in the audio, broadcast, wireless, and automotive markets. For more information about Via Licensing Corporation, please visit vialicensing.com.