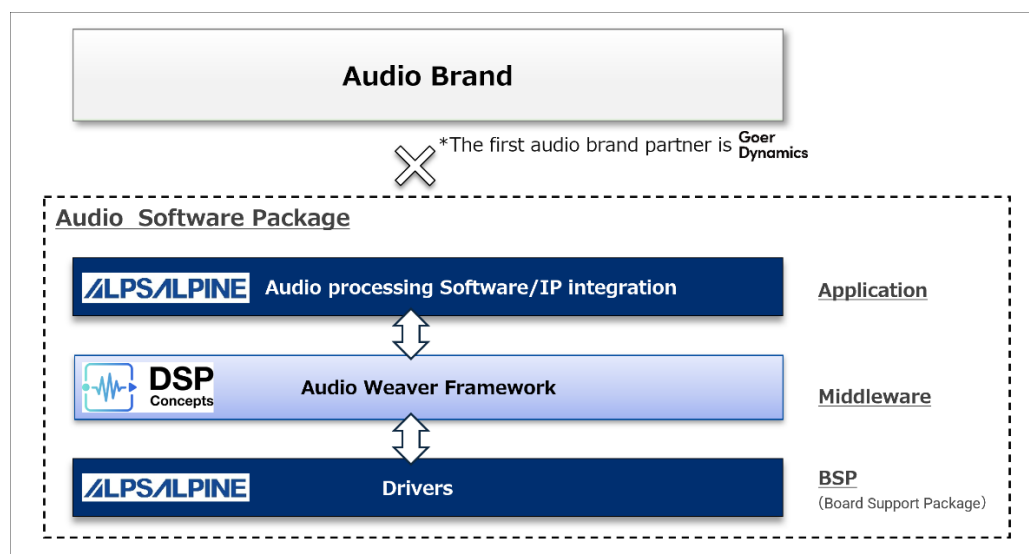


July 1, 2025
Alps Alpine Co., Ltd.

Initiating external sales of software licenses to create new value for the Software-Defined Vehicle (SDV) era -Alps Alpine enhances its partnership with DSP Concepts-

Alps Alpine Co., Ltd. (Headquartered in Ota-ku, Tokyo; President & CEO: Hideo Izumi; hereinafter “Alps Alpine”) has been engaged in a strategic collaboration with DSP Concepts, Inc. (Headquartered in Santa Clara, California, USA; CEO: Chin Beckmann; hereinafter “DSP Concepts”) since July 31, 2023, with the goal of accelerating the delivery of advanced sound technologies to the market.

As part of efforts to create additional value, Alps Alpine has independently developed and packaged proprietary applications using Audio Weaver, a development tool provided by DSP Concepts. Alps Alpine is now launching external sales of these applications as software licenses. Through the adoption of this business model, Alps Alpine aims to expand license offerings to audio brands and in-vehicle infotainment (IVI) system suppliers. As the first partner under this new scheme, Alps Alpine will provide a software license to Goer Dynamics (Headquartered in Qingdao, China; CEO: Tony Jiang; hereinafter “Goer Dynamics”), a strategic partner in the Chinese market and a global leader in acoustic algorithms and tuning technologies.



Overview

Alps Alpine is a specialist in in-vehicle sound systems that delivers fun and safety through sound and supplies many products to automobile manufacturers in Japan and around the world. In the new era of mobility, in-vehicle sound systems need more advanced and complex technology. Audio Weaver is a tool

widely used in development sites and allows flexible integration of high-quality software assets. Alps Alpine uses this tool as a foundation to develop and integrate its own applications. These are offered as a software package that turns IVI audio integrated control into intellectual property (IP). This helps expand business in the in-vehicle audio field.

Outlook

Alps Alpine will build a new business model based on its acoustic and vibration signal processing technologies and tuning expertise, developed over many years, through collaboration with partner companies. Going forward, we will actively offer software licenses to automobile manufacturers and Tier 1 suppliers worldwide. By providing more competitive audio solutions, we aim to deliver high-quality sound experiences and contribute to creating new value in next-generation mobility.

【About DSP Concepts】 <https://w.dspconcepts.com/>

DSP Concepts is a pioneer known for advanced embedded audio processing solutions. The company focuses on providing audio software that combines high robustness with flexibility. It has brought innovation to the design, optimization, and deployment of audio systems across many industries, including automotive, home appliances, and IoT devices. Every year, DSP Concepts' technology supports the development of millions of well-known products.

【About Goer Dynamics】 <https://www.goerdynamics.com/>

Goer Dynamics is a global leader in acoustic systems and high-quality audiovisual entertainment solutions. The company owns brands such as Dynaudio, Libratone, and XEO, and focuses on key areas including home audio, professional monitoring, in-car acoustic experiences, and consumer electronics. With an integrated development model that spans research and development, design, manufacturing, and content, Goer Dynamics delivers a wide range of high-quality products. Through precision manufacturing and cutting-edge technology, the company strives to deliver beautiful sound to every corner of the world.

<Contact>

Alps Alpine Co., Ltd Corporate Communication Department

Phone: +81-50-3613-1581

E-Mail: alpsalpine-pr@alpsalpine.com