

Rovi Expands Reach of Dixons Retail's KNOWHOW Movies

Companies Launch High Quality Digital Entertainment Services on Tablets, Smartphones, and Connected TVs

Berlin, Germany, IFA, August 30, 2012 – Rovi Corporation (NASDAQ: ROVI), driving digital entertainment innovation, today announced it is powering the availability of KNOWHOW™ Movies on a range of new platforms and devices. The digital entertainment service from Dixons Retail, owner of UK and Ireland retailers Currys and PC World, is offering customers more ways to purchase, rent, and enjoy film and TV entertainment from major Hollywood and leading TV studios. Providing convenient access at home, KNOWHOW Movies is now available on all 2012 LG Smart TVs. In addition, there is an iOS App for iPhone® and iPad® users available through the Apple App Store in the UK and, for Android™-based device users, an App that provides high-quality video delivery in Rovi's advanced adaptive streaming format, DivX Plus Streaming™.

“We are pleased with our progress to deliver instant access to premium entertainment on our customers' favorite home and mobile devices,” said Niall O’Keeffe, KNOWHOW Development Director at Dixons Retail. “Collaborating with Rovi and our partners in the consumer electronics industry, we will continue to expand the reach of our service to deliver the highest quality entertainment experience possible on the broadest array of devices.”

KNOWHOW Movies allows consumers to access an extensive library of film and TV entertainment when they want, where they want, including newly-released movies, which can be rented or purchased on an individual basis without subscription fees. Customers can access KNOWHOW Movies on up to five devices, switching their viewing between them. A customer can, for example, begin watching a film by tablet during the evening commute, then pause and resume watching it on their living room TV once home.

“Using its position as the UK's leading electronics retailer, with its Currys and PC World storefronts, Dixons Retail is helping introduce digital entertainment to a massive, mainstream audience,” said David Cook, General Manager of Rovi Entertainment Store. “We look forward to continuing our support for KNOWHOW Movies and helping introduce more consumers to easy-to-use, advanced entertainment services.”

Rovi Entertainment Store™ is enabling retailers, service providers, CE manufacturers, and content owners, to launch over-the-top storefronts that allow consumers to discover, purchase, manage, and enjoy a broad range of new movies and TV shows on multiple platforms and devices. Rovi Entertainment Store includes white-label storefronts and playback client SDKs, cloud services, as well as content licensing, management, and marketing services. The solution also includes DivX Plus Streaming, Rovi's adaptive streaming solution, which has quickly gained the support of major studios, retailers, and IC manufacturers serving the CE industry, and offers an advanced feature set with support for 1080p, subtitles, multiple language tracks, and trick-play functions such as smooth fast forward and rewind.

Customers may deploy Rovi Entertainment Store as a complete end-to-end solution to support multiple aspects of storefront deployment and management, or license individual components to enhance aspects of an existing service.

About Dixons Retail plc:

- Dixons Retail plc is one of Europe's leading specialist electrical retailing groups. It operates a multi-channel approach to electrical retailing and trades through more than 1,300 retail and online stores, spanning 28 countries and employing nearly 40,000 people. More than 100 million customers shop in-store and online with Dixons Retail plc every year.
- Dixons Retail plc's retail and e-tail brands include PC World and Currys in the UK and Ireland, Elkjøp in the Nordic countries, UniEuro in Italy, Kotsovolos in Greece and Cyprus, Electro World in central Europe, Greece and Turkey, PC City in Italy, and Pixmania.com across Europe.
- Dixons Retail plc offers customers a comprehensive range of after-sales services, including extensive national customer support operation for IT and digital technology, KNOWHOW. Dixons Retail's KNOWHOW operation offers telephone and home-based support services throughout the UK. It also runs a multi-brand business-to-business operation in the UK.

About Rovi Corporation

Rovi powers the discovery, delivery, display and monetization of digital entertainment. With innovative technology solutions for consumer electronics manufacturers, service providers, content producers, advertisers, retailers and websites, Rovi connects people and the entertainment they love. The company holds approximately 5,200 issued or pending patents worldwide and is headquartered in Santa Clara, California. More information about Rovi can be found at rovi.com.

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