

1/6/03 Bus. Wire 00:00:00

BUSINESS WIRE  
Copyright © 2004 Business Wire. All rights reserved.

**January 6, 2003**

Mediabolic Incorporates Support for **UPnP** Technology into the Mediabolic ONE Platform

2003 International CES SAN FRANCISCO--(BUSINESS WIRE)--Jan. 6,

2003--Mediabolic, Inc. announced today that it would incorporate support for **UPnP**(a) technologies and pursue **UPnP** compliance testing for its Mediabolic ONE platform -- a middleware solution optimized for embedded digital entertainment devices. The Mediabolic ONE platform enables manufacturers to create new digital entertainment devices with optional networking capabilities that extend digital media entertainment to multiple consumer devices and PCs around the home. **UPnP** technology is an industry standard for interoperability of digital devices on a home network and is an essential ingredient in ensuring that Mediabolic-enabled products are interoperable with the growing number of digital devices that use the technology to discover and share content and services.

The Mediabolic ONE platform and **UPnP** technology enable a world in which music and other digital entertainment content can be accessed from various devices in the home without regard for where the media is stored. Digital devices based on the Mediabolic ONE platform and **UPnP** technologies will be able to access digital content located on **UPnP**-enabled PCs, for example, allowing consumers to play video clips or view family photos on the TV, or listen to digital music on the home stereo.

"Intel is very pleased that Mediabolic is incorporating support for standards-based interoperable home networks and devices," said Louis Burns, Vice President and General Manager of Intel's Desktop Platforms Group. "**UPnP** technologies are a key foundation for interoperability in the digital home."

"Interoperable digital media products are a key focus for Mediabolic, and **UPnP** technologies provide a great foundation for our Mediabolic ONE platform," said Daniel Putterman, President and CEO of Mediabolic.

Mediabolic is the leading provider of embedded middleware and applications for digital entertainment devices. Based in San Francisco, California, Mediabolic has spent the last three years creating middleware solutions. Mediabolic offers the Mediabolic ONE middleware platform and applications suite to consumer electronics, PC, and PC peripheral companies. (a) Other trademarks are property of their respective owners.

About Mediabolic Mediabolic is a privately held company providing the M1 Entertainment Operating Platform for creating networked consumer entertainment products. The platform includes a robust set of customizable applications and programming interfaces that allow manufacturers to deploy new connected entertainment devices rapidly. M1 provides interoperability across products through common implementations of open standards. M1 is available on a wide variety of hardware platforms and operating systems. Licensees include Pioneer, HP, Denon and Marantz and others. Founded in 1999, Mediabolic is based in San Francisco, CA.

For more information please contact Mediabolic.

Copyright (c) 2003 Business Wire

---- INDEX REFERENCES ---

COMPANY: [INTEL CORP](#)

INDUSTRY: (Middleware (1MI51); I.T. (1IT96); Software (1SO30); Software Products (1SO56); Desktop Client Software (1DE70))

REGION: (USA (1US73); Americas (1AM92); North America (1NO39); California (1CA98))

Language: EN

OTHER INDEXING: (2003 MEDIABOLIC INC; DENON; DESKTOP PLATFORMS GROUP; HP; INTEL; PC; TV) (Daniel Putterman; Interoperable; Licensees; Louis Burns; Marantz; Mediabolic; Mediabolic Incorporates Support; PCs; Pioneer; UPnP)

Word Count: 592

1/6/03 BWIRE 00:00:00

END OF DOCUMENT