



DIGITAL ENTERTAINMENT
AND AUTOMATION™

PRESS RELEASE

Contact: Caster Communications, Inc. at 401.792.7080

LIFE|WARE'S 'HIGH DENSITY TV' INITIATIVE REVOLUTIONIZES DISTRIBUTED ENTERTAINMENT

- Life|media 810 features 8 TV tuners, 12 TB of storage and supports 10 extenders
- LMS 170 series embraces on-board digital amplification
- Life|ware Digital Media Manager provides seamless content sharing
- Life |media adds Blu-ray DVD

Denver, CO – CEDIA EXPO 2008 – September 4 – 7, 2008 – Booth #410 – When you take the best possible options for high definition entertainment and combine them into one seriously powerful media server, you're going to need a new name for the experience you create. Life|ware™, makers of whole home automation and entertainment solutions, have done just that, unveiling a new "High Density Television™" initiative that brings in more high definition entertainment and distributes it around the home more effectively than ever before.

"High Density TV reinvents how we will move and/or view high definition entertainment around the home," said Seale Moorer, Life|ware's Chief Executive Officer. *"This is the first solution to provide a whole house entertainment server that provides unparalleled capability in terms of HDTV tuners, HDTV streaming and Digital Media management for consumers."*

Life|media™ 810: 8 TV tuners, 10 Extenders, 12 TB of Storage

Several new Life|media units highlight the effort, headed by the company's new Life|media LMS-810, which has 8 HDTV CableCARD™ tuners and can support up to 10 Media Center Extender devices.

"The 810 is a very powerful Media Server," said Moorer. *"It deftly handles the high-definition feeds from eight CableCARD tuners and provides HD streaming to ten extenders over the existing home network."*

The 810 provides an incredible 12 terabytes of RAID 5 storage which provide the disk space for a huge digital library of recorded TV, movies, music, photos and videos.

"The Life|media LMS 810 is the centerpiece of a digital entertainment solution as we all envision it," said Pat King, senior vice president of Seagate's Consumer Solution Division. *"Seagate's Pipeline HD hard drives are designed*

specifically for this type of scenario. With HD video optimization, exceptionally quiet acoustics and power management, Pipeline HD drives enable the LMS 810 to provide a reliable way to enjoy digital entertainment.”

Life|tuner™ provides more video options

Also being unveiled at CEDIA is the Life|tuner series of HDTV CableCARD tuner devices that work with Life|ware's Life|media media servers, allowing the addition of up to six additional HDTV tuners to the Life|media experience.

“Life|tuner is another product that makes life easier for our dealers,” said Moorer. “Obviously, TV tuners themselves are nothing new, but this product allows the easy addition of two, four or six CableCARD tuners to our Life|media servers.”

Life|media media servers feature two CableCARD TV tuners. By adding the six-tuner Life|tuner unit to a high-end Life|media, a consumer has a remarkable 8-tuner DVR solution.

Life|media 170 series: On-board digital amplification simplifies distribution around the home

Life|ware also announced the Life|media 170 series, the company's first media server using AMD-based CPUs. The 170-series is powered by AMD RS780 chipset and AMD processors.

“AMD is pleased to provide the power and support for innovative products like Life|ware,” said Jay Taylor, strategic solutions manager from AMD. “AMD has long been committed to customer-centric technology development and innovation to enhance consumers' entertainment experiences, as proven with AMD LIVE! Home Cinema. We're really excited about working with Life|ware to bring such unique, advanced digital entertainment solutions to our mutual customers.”

The 170-line features on-board digital amplification, which eliminates the need for an AV receiver at each location. The elegance and simplicity of the solution provide a very high user experience with Windows Media Center.

Life|ware Digital Media Manager™: Software to enable seamless content sharing

Moorer cited the company's new software offering, Life|ware Digital Media Manager™, as the solution to traditional problems with sharing digital content. Designed for the new Life|media 170-series, the software will be available in January as a Life|ware entertainment software add-on.

“What Digital Media Manager does is make it simple to record content on one Life|media and view or manage it on another Life|media in the network,” Moorer said. “The result is seamless content sharing across multiple Media Servers running Windows Media Center over the network.”

The use of multiple Media Servers in a home and pooling the TV tuners across a single network provides a huge benefit to consumers who want additional tuners or who elect to use Media Servers versus Extenders for content consumption.

“The most important feature of Life|media is the use of the home network to share content within a home,” Moorer said. “Life|ware Digital Media Manager is the missing link for installations in which multiple Life|media units are used.”

Life|media Blu-ray Solution

The final piece of Life|ware’s High Density TV initiative is the upgrade to Blu-ray DVD for 500-, 600- and 700-series Life|media media servers.

“Blu-ray DVD has become the new must-have for our dealers,” Moorer said pointing out that 200-, 300- and 400-series Life|media units can also integrate Blu-ray today through the addition of external, third-party drives like the Lite-On DX-4015.

All of the new Life|media media servers and the High Density TV solution can be experienced at the company’s booth, #410, at the CEDIA EXPO 2008. For more information, logos and images please visit www.life-ware.com.

About Life|ware

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems, through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

Press Contact: Caster Communications, Inc. at 401.792.7080
Kimberly Lancaster klancaster@castercomm.com
Nick Brown nbrown@castercomm.com
Lauren Simmen lsimmen@castercomm.com
For digital images log on to www.castercomm.com

All product and company names referred to herein may be trademarks of their respective owners.