

## **New Wireless TV from Vestel Based on Ubecom's Network Processor Delivers Faster Response Times to Customers and Better Network Throughput**

*Enables DVD-Grade Quality and Responsiveness to Streamed Video, Pictures and Audio Content*

**Mountain View, Calif., August 29, 2005** – Ubecom™, Inc., a leading provider of communications processor and software solutions, today announced that Vestel™, one of the top manufacturers for consumer electronics products in the world, is following up a recent announcement of their production release of flat panel displays (FPDs) with digital media player (DMP) technology by introducing network connected versions of those same TVs. Demonstrations of the new TVs can be seen at the IFA 2005 trade show in Berlin, September 2-7, 2005.

The first-generation integrated DMP technology in Vestel's TVs enabled a user to view photos and movies or listen to music that is stored in flash memory cards by plugging the cards into a slot in the TV. This second generation with wireless networking makes it possible to access the same types of multimedia files, but the content can now also be stored on your PC, and the TV accesses it over a wireless 802.11g or wired 10/100 Ethernet connection. "The PC and consumer electronics industries are converging as multimedia content becomes completely digital. Our newest line of TVs positions Vestel at the forefront of this convergence, enabling customers with a home network installed to take full advantage of the music, photos, and even videos they have stored on one or more PCs in their home" said Ihsaner Alkim, chief technology officer of Vestel.

To address the unique challenges of streaming multimedia content over wireless networks, Vestel selected Ubecom's network processor optimized for wireless networking coupled with the KestrelMedia™ DMP middleware solution from Kestrelink. "We wanted to ensure that our customers experience the most reliable and robust implementation possible, effectively and transparently accessing all forms of content over a wireless network" said Murat Sarpel, deputy R&D general manager at Vestel. Many competing solutions have slow or even faulty responses to user commands, especially on requests that require real-time responsiveness over the network, such as fast forward or rewind during playback of a movie. Said Orhan Coskun, senior design architect for Vestel, "We felt that Kestrelink's solution, using a dual-processor approach based on Ubecom's IP3023™ network processor and ESS Technologies' ES6425 media processor, provided outstanding performance in handling the separate tasks of wireless networking, TCP/IP stream processing, audio/video (A/V) decoding, and GUI rendering, and we have been very pleased with the resulting performance of the solution."

According to Holmes Lundt, President of Kestrelink, "Our goal was to provide a networked streaming solution that feels and reacts like a DVD player, even though the content is actually being provided over a network rather than a local disc." A foundation technology that makes this possible is Ubecom's

IP3023 network processor, a multi-threaded CPU optimized for wireless networking and packet processing applications. "The IP3023 provides the highest measured throughput on 802.11a/g networks, including support for turbo modes at greater than 50 Mbps for TCP-based streams. While the maximum bit rates in this application tend to peak around 10 Mbps, the extra performance our processor can deliver translates to faster response times to the customer, and better throughput at further distances. You can really see the benefit in Vestel's new line of FPDs" said Mark Thronson, product manager for Ubicom's networked multimedia technologies and network CPUs.

To find available content sources on the network and communicate with them, these new networked FPDs use UPnP-AV technology. This enables the FPD to communicate with PCs running Windows® Media Connect server application from Microsoft®, which Vestel is bundling with the TV, but can also be freely downloaded from Microsoft's Web site. In addition, Vestel is targeting compliance with the Digital Living Network Alliance (DLNA) v1.0 guidelines, planning for certification in conjunction with the rollout of the DLNA's formal certification process later this year. Conforming to DLNA guidelines ensures compatibility with a much broader range of PC-based, embedded, and Internet media servers.

The DMP functionality in Vestel's network-enabled FPDs plays a variety of video, photo, and audio file formats. These include MP3 and WMA files for audio, JPEG and BMP files for photos and graphics, and MPEG1, MPEG2, MPEG4 SP, DIVX 3.11/4.x/5.x and MJPEG files for video.

Vestel sells in 103 countries under OEM and Vestel brands. A pre-eminent solution provider and a first class OEM company, Vestel leverages design expertise, quality, and high volume to deliver products sold under a number of major consumer electronics (CE) company brands. Vestel is introducing these FPDs in limited markets in Europe with rollout to the rest of Europe and sourcing to international CE companies in early 2006.

### **About Vestel**

Vestel Group is comprised of 15 companies operating in manufacturing, technology development, marketing, and distribution fields in consumer electronics, white goods, and digital technologies. Offering a variety of products to its customers, the range of the company includes: 14"-33" color TV, flat TV, TV-DVD Combo, plasma TV, TFT-LCD TV, AC-DC TV, Hard Disc TV, Integrated Digital TV, DVD Recorder, DVD player, DVD-AV Receiver, DVB-T and DVB-S set-top boxes, analog satellite receiver, refrigerator, air conditioner and washing machine.

Since its establishment in 1984, Vestel has been pioneering development of the electronics industry in Turkey with innovative, high-quality products at internationally competitive prices.

With over 6.5 million units of production in 2002, Vestel Electronics is the largest television manufacturer in Europe, accounting for 57% of total CTV production in Turkey. Exporting 96% of its

production to 103 countries, leading with EU members, Vestel has been the leader in exports of TV sets since 1996.

### **About Ubicom, Inc.**

Ubicom, Inc. is a leading supplier of communication processor and software platforms that address the needs of the rapidly evolving digital home and small office. Ubicom's StreamEngine technology enables innovative, high quality, high performance wired & wireless networking products & services for broadband applications.

The company provides optimized system-level solutions to OEMs for a wide range of products that deliver consistent quality for real time interactive applications such as VoIP, video, audio & online gaming combined with exceptional coverage in wireless applications. The company's technology is deployed in a variety of areas including wireless routers, access points, VoIP gateways, streaming media devices, print servers and other network devices.

Ubicom's unique multithreaded processor design, real-time operating system, and application-level solutions combine to ensure a high-quality user experience with fast time to market for our customers. Ubicom is a venture-backed, privately held company with corporate headquarters in Mountain View, California. For more information, visit [www.ubicom.com](http://www.ubicom.com).

### **About Kestrelink Corporation**

Kestrelink Corporation develops high-performance software platforms for integrating wireless networking into media-centric devices. Based in Boise, Idaho, USA Kestrelink serves customers in Asia, North America and across Europe. The Company's premier media-networking software platform, KestrelMedia, is currently being integrated into DMPs, FPDs, home theatre gear and other consumer A/V equipment. Learn more about Kestrelink at [www.kestrelink.com](http://www.kestrelink.com).

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