



DIGITAL ENTERTAINMENT
AND AUTOMATION™

PRESS RELEASE

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LIFE|WARE UNVEILS NEW HARDWARE PRODUCTS

Announcements include the custom channel's first Quad CableCARD Tuner Media Center.

Denver, CO – CEDIA EXPO 2007 – September 5 – 9, 2007 – Life|ware Village & Booth # 320 – Life|ware™, the industry pioneer in Windows® Media Center-based digital entertainment and home automation, proudly announces a variety of compelling new hardware, led by the launch of the Life|media™ Servers with Quad CableCARD™ tuners. In addition, Life|ware's Life|media Servers, Life|point™ touch panels, and Life|controller™ Web Services-enabled controllers are generally available to dealers. Life|point thermostats, storage devices and an entry level Life|media Server will also be unveiled at the show.

"These products solidify Life|ware's position as the leading Windows Media Center technology developer, from the entry level to the high end," said Mike Seamons, Life|ware's Vice President of Marketing. *"Whether a Life|ware dealer wants hardware from us or one of our certified third-party partners, we are positioned better than ever to deliver best-of-breed home automation and entertainment solutions to the marketplace."*

"Life|ware has brought immense awareness to Windows Media Center," said Scott Evans, Group Manager Microsoft Entertainment and Devices eHome Division. *"We proudly recognize their role as our premier strategic partner, and we continue to work very closely with them on developing Windows Media Center as the platform of choice for the digital home."*

The new Life|media media servers include the LMS-654 and LMS-754, the only four-tuner CableCARD™-enabled media centers which are designed for high-end Life|ware installs. The quad-tuner Media Center implementation allows users to simultaneously access multiple forms of broadcast content, including high definition digital cable in four zones. As the flagship Life|media model, the LMS-754 delivers a premium feature set, including an Intel® Core™ Extreme Quad-Core processor, 4 GB DDRAM and 4 TB hard drive in RAID 5 Array. Also added to the line-up is the Life|media LMS-200, a \$3,500 entry-level media server that is ideal for smaller Life|ware installations and single-room

applications. Life|media Servers are shipping as of CEDIA with the newly announced models available in the fourth quarter.

Life|point's 8.9-inch and 12.1-inch models are all-digital, 16:9 widescreen, 720p high definition in-wall touch panels designed for use in Life|ware home networks. New to Life|point is a feature called Life|slide, enabling a user to gesture right or left to quickly navigate the Life|ware gallery. The touch panels can be upgraded with Life|vision™, a digital TV tuner server that streams video from any of its four tuners simultaneously over an IP network, creating the most advanced TV distribution system available. Life|point is available now and has an MSRP of \$6,000 for the 8.9-inch model and \$7,000 for the 12.1" model. Life|vision will be available in the fourth quarter of 2007 with an MSRP of \$6,000.

Life|controller™ is a Web Services-enabled, dedicated home automation system controller. Its presence in a Life|ware home network ensures that communications among all subsystem components are direct and secure. Available in set-top, rack mount or structured cable box models, Life|controller features eight RS-232 ports for optimized third-party integrations. Life|controller is priced at \$3,750 for the enclosure mount and \$3,500 for the rack mount units, and is now shipping direct to dealers.

While some products on the market help consumers backup and restore their data; others provide data storage or media streaming; some allow homeowners to access their files from outside of the home. Life|storage™ with Windows® Home Server will be the first to provide all of these benefits in the connected home in a one-unit solution. Life|storage is Life|ware's digital media storage server with four hot-swappable drives providing from two to four terabytes of RAID 5 storage all in a 4-space rack mounted unit. Running either Windows® Home Server or Windows Storage Server 2003 operating systems, and powered by an Intel® Pentium™ D processor, Life|storage is a premium digital media server with ample redundant storage for all of a home's videos, CDs and MP3 music files, recorded TV and digital photos.

Another substantial hardware entry for Life|ware fills the void of an easily retrofittable thermostat that doubles as a Life|ware point of control. The Life|point Thermostat is a native device in a Life|ware home network that is embedded with Web Service for Device technology and can be set to textually display any Life|ware menu making whole home control as natural as raising the temperature.

"This substantial rollout of hardware proves that Life|ware is a comprehensive solution for home automation and entertainment," said Seamons. "From the simplest to the most challenging of custom installations, Life|ware can provide the right solution to fit the customer's needs and aspirations."

Logos and images are available at www.life-ware.com.

About Life|ware, from Exceptional Innovation

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.

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