

MEDIA ALERT: January 4, 2010

Entropic Communications to Showcase the Latest in Technology Innovations for Connected Home Entertainment at 2010 International CES

Entropic's field-proven silicon solutions to be demonstrated in a number of reference designs and end products designed to enable connected home entertainment into and throughout the home

What: Building on its technology expertise for enabling connected home entertainment, Entropic will showcase next-generation silicon and software solutions that are evolving the way high-definition television-quality video and other multimedia and digital content are brought into and delivered throughout the home. Entropic will also demonstrate how the interoperability of a combination of technologies can provide multimedia content to any room in the home.

DEMO: Home Networking

Entropic will feature a live demonstration of a complete home networking environment bringing together solutions based on the most prominent, reliable and widely distributed home networking wired standard available today: MoCA ®—Multimedia over Coax Alliance, on a variety of HDTV and CE devices.

DEMO: Digital Broadcast Satellite Solutions

Entropic will showcase live demonstrations of the company's Satellite Outdoor Unit Channel Stacking Switch and Band Translation Switch technology, simplifying the installation, upgrade and deployment of DVR services for satellite service providers.

DEMO: Silicon Tuners

Entropic will offer a demonstration of its game-changing, all-CMOS tuner technology featuring the company's Multi-Mode Hybrid Silicon Tuners.

DEMO: Interoperability with HomePlug™

Entropic and Atheros will be demonstrating the ease at which two technologies can coexist together to distribute multimedia to any room of the home. This marks a joint collaboration between two leading home networking companies to show that Entropic's MoCA offerings and Intellon's HomePlug™ solutions are already able to adequately serve the needs of operators and consumers for delivering multimedia content. Standardization of next-generation technologies is underway and there is no need to produce a completely new standard that does not provide backward interoperability with these existing market leading solutions.

DEMO: DIRECTV and RVU™

Entropic will demonstrate the RVU™ (Remote Viewing) concept using equipment provided by DIRECTV. RVU is an industry alliance developing a standard for enabling set-top receivers to access, view and control content in other set-top receivers and provides a robust platform for a uniform and consistent user experience. Entropic will be the only vendor on the CES exhibit floor to deliver a public demonstration of a pixel-accurate RVU Remote User Interface (RUI) technology.

Where/ International CES (January 7 – 10, 2010) – Las Vegas, NV

When: All demonstrations will take place in Entropic Communications' Booth #30533 / South Hall during show hours:

Thursday, January 7, 10:00 a.m. - 6:00 p.m.

Friday, January 8, 9:00 a.m. - 6:00 p.m.

Saturday, January 9, 9:00 a.m. – 6:00 p.m.

Sunday, January 10, 9:00 a.m. – 4:00 p.m.

To make an appointment to view Entropic's demos, please contact Angela Edgerton at angela@ardellgroup.com.

Contact: The Ardell Group, Angela Edgerton
+1 (858) 792-2941
angela@ardellgroup.com

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