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DAIMLERCHRYSLER TO DEMONSTRATE FIRST OF ITS KIND IN-VEHICLE VIDEO STREAMING OVER UWB AT CES 2007 WIMEDIA TECHZONE

Ground-breaking research prototype uses Intel technology to enhance Rear Seat Entertainment in vehicle

SAN RAMON, Calif.—January 3, 2007—The WiMedia Alliance today announced that at next week's CES International event in Las Vegas, the WiMedia TechZone will showcase solutions and building blocks required for enabling WiMedia based solutions. Participating companies in the WiMedia TechZone are: Alereon, Inc.; Artimi Inc.; Focus Enhancements, Inc.; General Atomics; Hewlett-Packard Company; Intel Corporation; NEC Electronics Corporation; Sigma Designs, Inc.; Staccato Communications; Stonestreet One; Sybase iAnywhere; Synopsys, Inc.; TRDA Inc./Taiyo Yuden Co., Ltd.; Wilinx Corporation; Wipro-NewLogic; WiQuest Communications, Inc.; and Wisair Ltd., as well as a key partner, the USB-Implementers Forum. These organizations represent leading edge companies in the development of WiMedia technology and will be available to answer all aspects of the WiMedia technology that will be appearing in products this year. The WiMedia TechZone will be in the Las Vegas Convention Center, Central Hall 3, Booth #13544.

Included in the WiMedia TechZone is a demonstration from DaimlerChrysler Research, Engineering and Design North America Inc. (DC REDNA), who will be exhibiting a Mercedes-Benz R500 enabled with the ability to stream high-definition video live from a consumer electronic device using ultra-wideband (UWB) to a rear system entertainment (RSE) system. This demonstration of WiMedia UWB in an automobile is the first of its kind research prototype

and sets the stage for technology and content development that capitalizes on the growing popularity of RSE systems in family vehicles.

In this prototype demonstration, DC REDNA uses UWB technology provided by Intel in the vehicle. The Intel UWB solution incorporates the Intel® Wireless UWB Link 1480 MAC (Media Access Controller) silicon and an Alereon AL4000 WiMedia RF Transceiver to create the wireless USB connection. The demonstration will illustrate the streaming of high-definition video from a handheld mobile device to the RSE system inside the Mercedes-Benz R500 viewable on the factory installed monitors in the headrests for the middle and third row passengers.

“We appreciate Intel’s work to enable UWB in automobiles as we strive to enhance the comfort and convenience features for all our passengers,” said Dr. Wieland Holfelder, Vice President and Chief Technology Officer of DaimlerChrysler Research, Engineering and Design North America Inc. “As more and more wireless devices and wireless options will find their way into future DaimlerChrysler vehicles, standardization is essential and we look forward to collaborating with the WiMedia Alliance and their members to open up new innovations for drivers and passengers.”

The CE, PC, mobile device and automotive marketplaces have many applications that require high bandwidth wireless connectivity over a short range personal area network. With more than 250 members, the WiMedia Alliance is committed to promoting and enabling UWB technology that allows consumers to utilize rich and compelling content between devices within a wireless personal area network (WPAN).

“As more companies develop products based on the WiMedia UWB Common Radio Platform, consumers will reap the benefits of owning devices that work together and stream content that can be shared with others in their personal area networks,” said Stephen Wood, president of the WiMedia Alliance. “Consumers’ needs and wishes for enhanced technology continue to drive the members of the WiMedia Alliance to envision new ways of utilizing PC, CE and mobile devices in the home, office, and even in the car.”



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About The WiMedia Alliance

The WiMedia Alliance is a not-for-profit open industry association that promotes and enables the rapid adoption, regulation, standardization and multi-vendor interoperability of ultra-wideband (UWB) worldwide. The basis for the industry's first UWB standards (published by Ecma International), WiMedia UWB is optimized for wireless personal-area networks delivering high-speed (480Mbps and beyond), low-power multimedia capabilities for the PC, CE, mobile and automotive market segments. Emphasizing peaceful coexistence with other wireless services, the WiMedia UWB Common Radio Platform is designed to operate with application stacks developed by the 1394 Trade Association Wireless Working Group, the Certified Wireless USB Promoter Group and the Bluetooth-SIG. WiMedia's board members include Alereon, HP, Intel, Kodak, Microsoft, Nokia, NXP, Samsung Electronics, Sony, STMicroelectronics, Staccato Communications, Texas Instruments and Wisair. For more information, please visit www.wimedia.org.

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